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# SOAP

## *and* Chemical Specialties

### *In this issue...*

Why "Rise" aerosol lather  
have patent was upheld

\* \* \*

Synthetic glycerine need  
flows as soap output lags

\* \* \*

New "tamed" iodine boosts  
use in germicide field

\* \* \*

Sanitary suppliers study  
business success formulas

Cover photo . . . "Dish-All," newest  
entry in the retail package field of  
Monsanto Chemical Co., for use in  
automatic dishwashing machines is  
companion product of "All," for  
automatic clothes washing machines.



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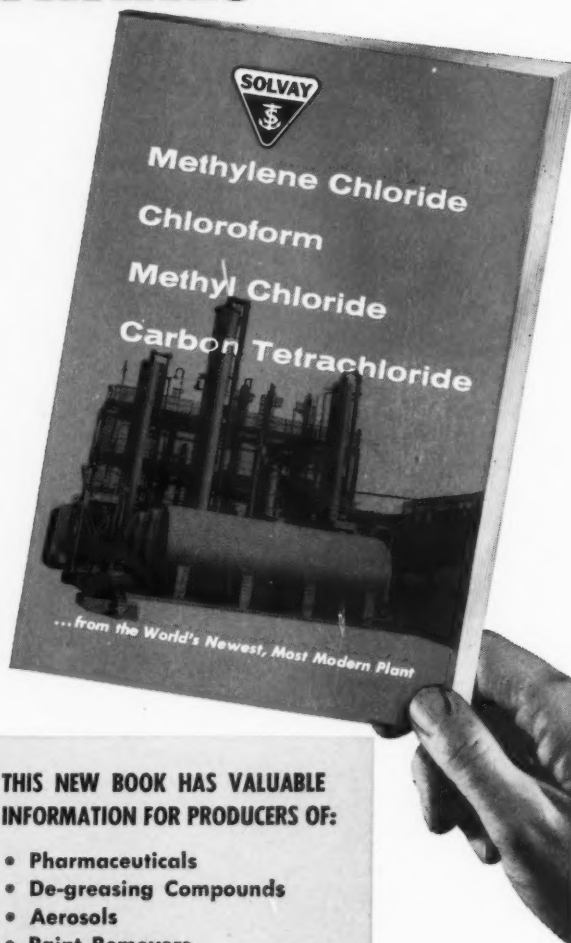
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THE MOST COMPLETE LINE OF WATER EMULSION WAXES OF THE HIGHEST QUALITY AVAILABLE ANYWHERE

# SOAP

and Chemical Specialties

## CONTENTS

In Brief—As the Editor Sees It.....	35
As the Reader Sees It.....	39
The Glycerine Outlook.....	41
By E. Scott Pattison	
New Method for Determination of Foaming Power.....	44
By J. P. Sisley and M. Loury; Translated by P. J. Wood	
Washington Point-Of-View.....	47
By George L. Prichard	
Non-ionic Detergents.....	49
By J. V. Karabinos, J. J. Hasdra and G. E. Kapella	
Perfuming of Toilet Soaps (Part III).....	51
By F. V. Wells	
Perfumers Hear Compounds Vs. Specialties Debate.....	53
Packaging Notes.....	55
New Products Pictures.....	60
Committee D-12 Meets.....	93
Iodine as a Germicide.....	139
By Dr. Louis Gershenfeld	
NSSA Meets, Elects Lacy Crain.....	142
What's New at NSSA Show.....	157
Aerosol Patent Decision.....	165
After Closing.....	Bet. 18 & 19
Bids and Awards.....	85
New Trade Marks.....	87
Products and Processes.....	101
Production Clinic.....	103
New Patents.....	109
Soap Plant Observer.....	111
Chemical Specialties Section.....	115
Classified Advertising.....	191
Coming Meetings.....	198
Advertisers' Index.....	199
Tale Ends.....	200

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APRIL, 1955

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The Hyonic FA Series is a group of alkylolamide derivatives. Of these, FA 20 and FA 40

are 100% active; FA 75 is 70% active. FA 20 is used in dairy cleaners, household degreasers, wax emulsions, among others. FA 40 is useful in floor cleaners, liquid steam cleaners, bottle washing compounds, rug shampoos. FA 75 is ideal for window cleaners, bar glass cleaners, liquid scouring concentrates.

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**Partial List of Properties of Hyonics PE, FA, FS**

	PE 225	PE 250	PE 275	FA 20	FA 40	FA 75	FS
Soluble in wide variety of organic solvents and electrolytic solutions	✓					✓	
Excellent detergency on fabrics			✓	✓			
High thickening action					✓		✓
Outstanding detergency with phosphate builders					✓	✓	
High detergency over wide ranges of pH		✓					
High detergency over wide ranges of temperature	✓						
Not inactivated by metallic salts	✓						
Compatible with soaps, anionics, cationics	✓						
High foaming		✓	✓	✓	✓	✓	✓
Low foaming	✓						
Effective with alkaline builders	✓		✓	✓			
High detergency over wide ranges of water hardness		✓					
Non-corrosive to iron and steel			✓		✓		
Good wetting agent				✓	✓	✓	✓
Low viscosity curve			✓	✓		✓	
Stable in presence of acids, alkalis, inorganic salts		✓					

*In this fast-growing, competitive field of detergents, Nopco's technical men will work with you to the fullest. Write for full information today. Nopco Chemical Company, 706 Industrial St., Harrison, N. J.*



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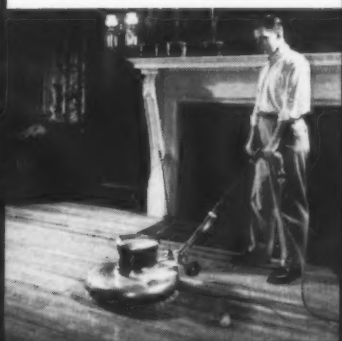
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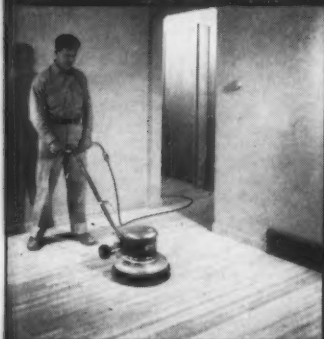
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ALM 13



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Form	—White crystalline powder
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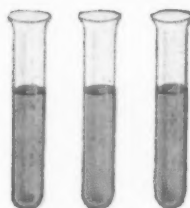


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that really  lather and

give uniform color



batch after batch... use

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<b>LINSEED</b> Regular.....	X	X		X			
SM-500.....	X	X		X			
SM-600.....	X	X		X			
Essential Unsaturated Free Fatty Acids.....							X
<b>SOYA</b> Regular.....	X	X		X			
RO-4.....	X	X	X	X	X		
RO-10.....	X	X		X			
RO-11S.....	X	X		X			
<b>MIXED VEGETABLE</b> RO-8.....	X	X	X	X	X		
<b>CORN-SOYA</b> Double-Distilled.....		X	X	X	X		
<b>CORN</b> Double-Distilled.....		X	X	X	X		
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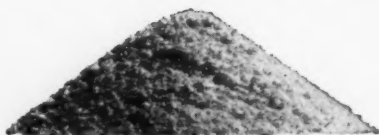
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# After Closing...

## **Straube to Stauffer**

Harold L. Straube, for the past 15 years connected with John Powell & Co., New York, recently



**Harold L. Straube**

joined the agricultural sales division of Stauffer Chemical Co., New York. He is an entomology graduate of the University of Massachusetts. While with Powell Co. he was in research, sales, production and purchasing. His most recent post was operations manager in charge of production and purchasing. Mr. Straube will make his headquarters in Stauffer's New York office.

## **Upheld on Fair Trade**

The application of Colgate-Palmolive Co., Jersey City, N.J., for an injunction permanently restraining Hogue & Knott Supermarket of Memphis from selling Colgate toilet articles below fair trade prices established under Tennessee laws was granted recently by the United States District Court. Among the products involved are "Halo Shampoo," "Colgate Dental Cream," and "Veto Deodorant." The court held that Colgate's use from time to time of special "deals," such as two 27-

cent tubes of toothpaste for 39 cents, is consistent with fair trade pricing. The court said that such promotional activities appear to be recognized in the trade as sound policy.

## **Warner-Lambert Merger**

Stockholders of Warner-Hudnut Inc., New York, and Lambert Co., St. Louis, Mo., approved the merger of their companies on March 31. The new company will be known as Warner-Lambert Pharmaceutical Co.

## **OK Perthane for Aerosols**

"Perthane" insecticide concentrate, made by Rohm & Haas Co., Philadelphia, may now be used in household space aerosols, it was announced early in April by Carlos Kampmeier, sales manager of agricultural and sanitary chemicals of Rohm & Haas. Applications for registration of aerosol insecticides formulated for home use with "Perthane" are now accepted by the U. S. Department of Agriculture. The new Rohm & Haas insecticide was introduced late last year. Its features, according to Mr. Kampmeier include low toxicity, moderate cost, and reduced odor.

## **Mal Flanagan Dies**

Malachy J. Flanagan, 64, vice-president of Federal Varnish Division of Enterprise Paint Manufacturing Co., Chicago, died in Billings Hospital, Apr. 10. He had been with the firm for 30 years. Mr. Flanagan was stricken while attending a meeting of the board of governors of the Chemical Specialties Manufacturers Association, of which he was a member, during a meeting at the Hollywood Beach Hotel, Hollywood, Fla., Mar. 14-15.

He returned to Chicago, where he went directly to the hospital. He is also a former vice-president of the National Sanitary Supply Association.

Surviving are his widow, Helen; six sons: Dr. C. Larkin Flanagan, John J. Flanagan, Richard E. Flanagan, Dr. George C. Flanagan, Joseph P. Flanagan and Malachy J. Flanagan; and two sisters.



**M. J. Flanagan**

Funeral services were held Apr. 12 at St. Philip Neri Church, Chicago.

## **New Nopco Syndets**

Three new series of detergents, trade named "Hyonics," were introduced recently by Nopco Chemical Co., 706 Industrial Street, Harrison, N. J. The "Hyonic PE" series is a group of 100 percent active nonionic ethylene condensates. "PE 225" is suggested for automatic laundry and dishwashing detergents, car washing powders, wall and floor cleaners. "PE 250" is used in dairy detergent powders, antiseptic sanitizing detergents, and dairy milkstone removers. "PE 275" may be used in light duty liquid detergents, pot and pan degreasers, and dry cleaning solvent cleaners.

The "Hyonic FA" series is a group of alkylolamide derivatives. "FA 20" and "FA 40" are 100 percent active, "FA 75" is 70 percent active. "FA 20" is used in dairy cleaners, household degreasers, wax emulsions, etc.; "FA 40" in floor

cleaners, liquid steam cleaners, bottle washing compounds, and rug shampoos; "FA 75" in glass cleaners and liquid scouring concentrates.

"Hyonic FS," a 100 percent active liquid lauric acid alkylolamide condensate, is used in shampoos and bubble baths.

### Colgate Has Record Sales

World wide sales of Colgate-Palmolive Co., Jersey City, N. J., exceeded in 1954 the previous record established in 1953, E. H. Little, chairman of the board announced in the recently issued annual report. In 1954, world wide sales amounted to \$424,349,000, compared with \$405,390,000 in 1953. Domestic sales of \$261,848,000 exceeded slightly the figure for 1953 (\$257,394,000). Foreign sales in 1954 totaled \$162,501,000, an increase of \$14,505,000 over the 1953 figure.

Net income for 1954 was \$12,503,000 or \$4.96 per share of common stock, as compared with \$12,045,000 or \$5.02 per share in 1953, on the lesser number of shares then outstanding. Earnings in 1954 amounted to \$13,139,000 or \$5.22 per share before a special deduction relating to a provision made for estimated expenses allowable under the revised Internal Revenue Code. This special deduction permits the company to retain approximately \$800,000 in cash which would otherwise be paid for additional Federal income taxes.

Total world wide earnings in 1954 amounted to \$17,022,000 or \$6.81 per share, compared with \$17,259,000 or \$7.28 per share in 1953, on the basis of consolidating actual results of foreign subsidiaries. However, foreign earnings are reflected in reported net income only to the extent that dividends have been remitted to the United States.

In 1954, in addition to preferred stock dividends of \$3.50, regular quarterly dividends totaling \$2.00 per share and a year end extra of 50 cents a share were paid on the common stock. In the first quarter of 1955 the regular quarterly rate on the common stock was in-



Entrance to new metal lithography plant of the Can Division of Crown Cork & Seal Co., at 9300 Ashton Rd., Philadelphia. Said to be one of the finest and most modern metal lithography plants in the U. S., it will operate with five of the latest type litho presses and ovens and five recently designed coaters and ovens. Plant is to be air-conditioned, and will have non-shadow flood lighting. All headquarters offices of the Can Division, with the exception of the research department will be located on the second floor of the new building, according to George W. Crabtree, vice-president of the company and general manager of the division. Included in the move to the new plant will be divisional executive offices and divisional sales offices. The research department, the Atlantic area sales and the Philadelphia sales offices will be housed at the present plant at Erie Ave. and H. St., Philadelphia. The new plant is part of an overall expansion program which includes new plants in Bartow, Fla., Birmingham, Ala., and Baltimore.

creased to \$2.50 a share on an annual basis.

The firm expects to move late in 1955 to its new world headquarters in the Colgate-Palmolive Building, now under construction at 300 Park Avenue, New York, Mr. Little reported.

### E. A. Robinson is Killed

Edward A. Robinson, 51 soap and detergent research specialist for Diamond Alkali Co., Cleveland, was killed instantly Mar. 17 when the car he was driving struck a tree in Willoughby Hills, O.

Mr. Robinson came to Diamond Alkali in 1935 from Lever Brothers Co., then in Cambridge, Mass. He was a member of the Chemical Specialties Manufacturers Association, the American Association of Soap and Glycerine Producers, and other technical groups.

### Offers Malathion Additives

Polaks Frutal Works, Inc., Middletown, N. Y., is offering a line of fly attractants and odor neutralizers for use with "Malathion," made by American Cyanamid Co., New York. The fly attractants are soluble in "Malathion" 95 percent. One simulates fermenting and decaying food products, another the odor of a stable, and a third contains odor components found in certain fruits and flowers attractive to flies. The last can serve also as an odor masking agent.

Prices and amounts to be used of the extensive line of odor neutralizers are listed in circular letter #11, information on fly attractants in circular letter #56, available from Polak who also offers to mail samples to interested customers.



## CSMA Meeting May 16-17 in Chicago

**P**ROGRAM highlights of the 41st mid-year meeting of the Chemical Specialties Manufacturers Association, to be held at the Drake Hotel, Chicago, Monday and Tuesday, May 16 and 17, were announced early this month by H. W. Hamilton, secretary.

The two-day meeting, which is preceded by meetings of the board of governors and various committees and subcommittees on Sunday, May 15, will feature simultaneous sessions of the six divisions of which C. S. M. A. is composed the morning and afternoon of May 16 and the afternoon of May 17. A general session, at which reports of officers, including the president's address, and the association's legal counsel will be given, is scheduled for Tuesday morning, May 17.

Social activities include the two group luncheons on May 16 and 17; open house parties provided by member companies the evening of May 16; and the reception, banquet and floor show, to which ladies are invited, the evening of May 17.

Although this year's mid-year meeting is of two days' duration, the 42nd annual meeting, as was that in December, 1954, will run for three days: Dec. 5, 6 and 7, 1955, at the Hotel Roosevelt, New York.

In addition to individual papers and panel and symposium type discussions, the May, 1955, meeting will feature three surveys conducted by C. S. M. A. These include the three-part aerosol survey, which covers valves, fillers and containers; the insecticide survey and the brake fluid manufacturers' survey. A high degree of interest has been manifested toward these studies since they are the first of their kind ever to be undertaken in the fields they cover. Manufacturers of the products surveyed have been urged to submit their figures and have responded well, according to Mr. Hamilton, in

order to assure the completeness of the figures.

The first public showing of a new sound, color, cartoon type motion picture "Propellents in Aerosols" of the Kinetic Chemicals Division of E. I. du Pont de Nemours & Co., Wilmington, will be made during the meeting of the Aerosol Division, Monday morning, May 16. Following luncheon that same day the du Pont film, plus one by General Chemical Division of Allied Chemical & Dye Corp., New York, and another on "Biting Flies" will be shown. The motion picture on biting flies was produced by the Entomology Division, Science Service, Canadian Department of Agriculture, Ottawa.

A symposium discussion of fatty acids, a paper on "Disinfectants for the Control of Poliomyelitis" and a panel on "Postal Regulations and ICC Regulations Pertaining to Aerosols" are among the outstanding presentations set for the first day's sessions. Results of the aerosol and brake fluid surveys will be released on Monday, May 16.

Besides the general session, Tuesday morning, May 17, highlights of the second day of the meeting include the report of the insecticide survey and a paper, "Does Fly Control in Livestock Pay?" Dr. George C. Decker, entomologist of the University of Illinois, Urbana, Ill., will present the paper on livestock fly control.

Preceding each of the divisional meetings there will be an address by the divisional chairman. New divisional chairmen and vice-chairmen and members of the divisional administrative committee for 1956 will be elected at the mid-year meeting. A nominating committee to pick a slate of officers for 1956 will be named.

Papers to be presented, as announced at this writing include:

**Monday Morning, May 16**  
Disinfectants and Sanitizers Divi-

sion, "Iodine as a Sanitizing Agent," by Dr. Louis Gershenfeld, Philadelphia College of Pharmacy and Science; "The Quartermaster Research and Development Program for Prevention of Microbiological Degradation of Plastic Films," by Dr. Arthur M. Kaplan, Headquarters, Quartermaster Research & Development Command, QM Research and Development Center, Natick, Mass.; "The Use of Disinfectants to Control Poliomyelitis," by Dr. Kenneth Cochrane, School of Public Health, University of Michigan, Ann Arbor; "Disinfectant Test Methods," by Dr. Saul Kaye, Physical Defense Division, Camp Detrick, Md.

Aerosol Division. Panel Discussion, "Postal Regulations and ICC Regulations Pertaining to Aerosols." Introductory remarks by E. A. Riley, Post Office Department, Mail Classification Section, Washington, D. C.; Introductory remarks by H. A. Campbell, Association of American Railroads, Bureau of Explosives, New York; Question and answer period; "Efficiency of Chlorinated Solvents in Paint Removers," by D. H. Ross, Solvay Process Division, Allied Chemical & Dye Corp., New York; "Non-flammable Paint Strippers, Part I," by Bernard Berkeley, Daniel Schoenholz, John P. Sheehy, Foster D. Snell, Inc., New York; Report of Aerosol Survey by Frederick G. Lodes, Precision Valve Corp., Yonkers.

Soap, Detergents and Sanitary Chemical Products Division. "Preparation and Stability of Radioactive Chromium Phosphate and Radioactive Bacteria for Use as Soil Tracer Indices," by E. H. Armbruster and G. M. Ride-nour, School of Public Health, University of Michigan, Ann Arbor; Fatty Acid Symposium, Dr. D. H. Terry, Bon Ami Co., New York, moderator. "Basic Chemistry of Fatty Acids," by Dr. H. C. Black, Swift & Co., Chicago; "The Relationship of Fatty Acids to their Properties and Analytical Methods," by Dr. Harold Wittcoff, General Mills, Inc., Minneapolis; "Reaction Products of Fatty Acids," by Dr. M. R. McCorkle, Armour & Co., Chicago; "Storage and Handling of Fatty Acids," by Dr. George Zinzalian, E. F. Drew & Co., New York; "Application of Fatty Acids, I. Fatty Acids for Metallic Soaps, II. Influence of Fatty Acid Composition on Viscosity of Potash Liquid Soaps," by R. D. Aylesworth, R. H. Dhonau, L. A. Stegmeyer, Emery Industries, Inc., Cincinnati; "Other Chemical Specialty Products," by Dr. H. G. Lederer, R. M. Hollingshead Corp., Camden, N. J.

Waxes and Floor Finishes Division. "Printing on Glass and Metal Containers," by Melvin Fuld, Fuld Brothers, Inc., New York; "Zein in Protective Floor Finishes," by Thomas K. Maher and Robert D. Struthers, Corn Products Refining Co., New York; "Disinfectant Test Methods," by Dr. Saul Kaye, paper presented at joint meeting with Disinfectant and Sanitizers Division.

**Monday Afternoon, May 16**  
Insecticide Division. "Studies on

Mode of Action of Pyrethrins," by Dr. C. W. Kearns, University of Illinois, Urbana; "Canadian Recommendations for Household Insect Control," by Dr. C. R. Twinn, Entomology Division, Canadian Department of Agriculture, Ottawa; "Household Insect Pests," by Professor Glen Lehker, Purdue University, Lafayette, Ind.

Automotive Division, Brake Fluid Manufacturers' Survey.

#### **Tuesday Morning, May 17**

General Session. Remarks by general chairman of the program committee, Harry E. Peterson, Continental Filling Corp., Danville, Ill.; Report of the Secretary, by H. W. Hamilton; Report of the Treasurer, by Peter C. Reilly, Reilly Tar & Chemical Co., Indianapolis, Ind.; Address of the President, by Melvin Fuld, Fuld Brothers, Inc., Baltimore; Report of the Association General Counsel, John D. Conner, Washington, D. C.

Joint Aerosol and Disinfectant and Sanitizers Divisions meeting. "Ethylene Oxide in Aerosols," by R. J. Peterson, Continental Filling Corp., Danville, Ill.; "Disinfectants and Sanitizers in Aerosols," by C. J. D'Angio, Airkem, Inc., New York; "Disinfectants in Glass Aerosols," by F. A. Mina, Zonite Products Corp., New Brunswick, N. J.; "Labeling of Disinfectants and Sanitizers in Aerosols," by Dr. L. S. Stuart, Plant and Pest Control Branch, U. S. Department of Agriculture, Washington, D. C.; "The Cascade Impactor for Particle Size Analysis of Aerosols," by J. Mason Pilcher and Ralph I. Mitchell, Battelle Memorial Institute, Columbus.

Insecticide Division. "Does Fly Control on Livestock Pay?" by Dr. George C. Decker, University of Illinois, Urbana; "U. S. Department of Agriculture Functions Under Public Law 518," by J. T. Coyne, Plant and Pest Control Branch, U. S. Department of Agriculture, Washington, D. C.; "The Khapra Beetle," by Dr. L. S. Henderson, U. S. Department of Agriculture, Stored Products Division, Washington, D. C.; "Laboratory and Field Tests on Fly Repellents," by Dr. Lyle D. Goolhue, Phillips Petroleum Co., Bartlesville, Okla.; Results of the Insecticide Survey, by Dr. George W. Fiero, Esso Standard Oil Co., New York.

#### **Shea Opens N. Y. Office**

The opening of a New York office for industrial chemical sales, effective Apr. 15, was announced recently by Shea Chemical Corp., Baltimore producer of phosphates. John B. Sutcliffe, director of sales, will make his headquarters at the New York office, which is located at 114 E. 40th St., New York 16. The telephone number is Murray Hill 5-6775.

#### **Wechsler Heads Nopco**

The election of Ralph Wechsler as president of Nopco Chemical Co., Harrison, N. J., was



**Ralph Wechsler**

announced Mar. 28 by the firm's board of directors. He succeeds Thomas A. Printon, president since 1949, who continues to serve Nopco in the capacity of chairman of the board. Prior to his election as president, Mr. Wechsler had been treasurer since 1932. He joined the company in 1921 as a chemist and became chief chemist a few years later with responsibility for manufacturing operations. In 1927 he was elected to the board. In his new position Mr. Wechsler will also act as chief officer of Metasap Chemical Co., a wholly owned Nopco subsidiary.

#### **Fragrance Group Meets**

Plans for increased activities to promote the use of fragrance products during the coming year were announced and discussed during the sixth annual convention of the Fragrance Foundation, held Mar. 24, at the Hotel Ambassador, New York. Also reported on at the meeting was the growth of sales of the fragrance industry as compared with those of other industries.

Officers chosen to head the organization during the coming year include: president, Jean Despres, Coty, Inc.; vice-presidents, Bernard d'Escayrac of Guerlain, Inc., and Pierre Harang of Houbigant Sales Corp., reelected; secretary, A. L. van Ameringen, van Ameringen-Haeb-

ler, Inc., reelected, and treasurer, Frazier V. Sinclair, publisher of *Beauty Fashion and Drug and Cosmetic Industry*, reelected.

Directors elected for one year were: Charles Bryan of Firmenich & Co.; Henri Costerg of Les Parfums de Dana; Joseph A. Danilek, Mary Chess, Inc.; Ernest R. Durrer of Givaudan-Delawanna, Inc.; Jack Mohr, Lenthéric, Inc., and Owen Stoner of Prince Matchabelli, Inc., all of New York. Directors remaining on the board include: Paul Carey of Tussy Cosmetics; Edouard Courmand, Lanvin-Parfums, Inc.; John A. Ewald of Avon Products, Inc.; Charles Granville, Angelique & Co.; Oscar Kolin, Helena Rubinstein, Inc.; S. L. Mayham, Toilet Goods Association, Charles Pennock, Hudnut Sales Corp., Samuel Rubin, Faberge, Inc., F. E. Shoninger, Antoine Chiris Co., Benson Storfer, Parfums Corday, Inc., and J. S. Wiedhopf, Roure-DuPont, Inc.

Hugo Mock, 77, general counsel of the Fragrance Foundation, collapsed and died during the annual meeting of the Foundation while his report to the organization was being presented. He had been in poor health in recent months. Mr. Mock also served as general counsel for the T.G.A. and Perfumery Importers Assn.

#### **DDVP Price Set**

Montrose Chemical Co., Newark, N. J., has now established a price of \$3.50 per pound for DDVP (dimethyl dichlorovinyl phosphate). Availability of this insecticide in pilot plant quantities was announced by Montrose last month. The firm is currently supplying experimental quantities of the product free of charge to government, university and other public institutions.

While no ultimate price schedule has been set, it is believed that the cost of the 100 percent technical material will be between 50 cents and 75 cents per pound.

#### **Improved "Ultrapole S"**

Improvement in color and odor of "Ultrapole S" liquid was announced recently by Ultra Chemical Works, Inc., Paterson, N. J. This amine condensate, now of pale amber color and very slight odor, is compatible with soap, most sulfated oils and with sulfated or sulfonated synthetic detergents.









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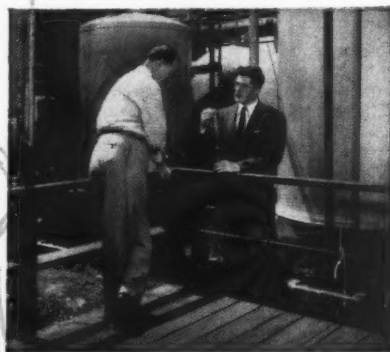
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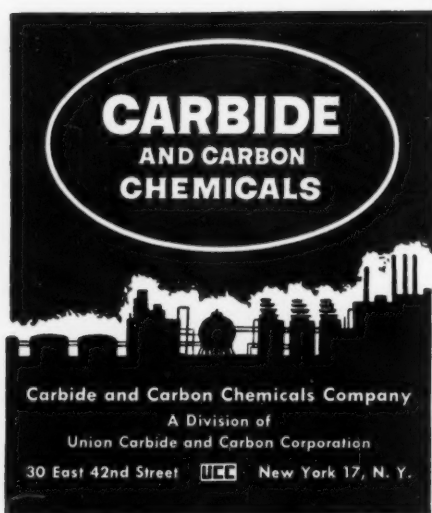
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We endeavour steadily to enlarge the range of these exquisite perfume products. The following list will show all perfumes which we are now able to produce in absolute purity of odour.

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Some time ago we put Citronellol supreme on the market. Its fine odorous qualities won it so many friends, amongst perfumers that we were encouraged to take a further step, creating a perfume with a maximum of odorous subtlety. We think this expensive purification is fully justified by the fact that the odour of our Citronellol "SPECIAL-CLASS", although obtained from citronell oil, is hardly inferior to that of Citronellol made of geranium oil, the odour of which was considered to be finest. Of course, the complicated and expensive purification causes a price considerably higher than that of standard citronellol. This price, however, is still very advantageous as the only competitor to Citronellol "SPECIAL-CLASS" is the very expensive Citronellol made of geranium oil. We are sure this most delicate product will obtain as many friends as did Citronellol supreme.

### Phenylacetic Aldehyde

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Whereas the usual production method for phenylacetic aldehyde is based on benzaldehyde, we obtain this beautiful hyacinth perfume from phenylethyl alcohol. Our special oxidation method avoids all possibilities of disagreeable by-products, immediately yielding a



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100% pure phenylacetic aldehyde. This product has a delicate, warm, flowery note free from all the hard, raw, and biting side-odours that adhere to even well-purified phenylacetic aldehyde

made of benzaldehyde, not to speak of those products where the smell of benzaldehyde is still apparent. In view of the well-known fact that, in spite of stabilization, a 100% phenylacetic aldehyde quickly polymerizes, we distribute our Phenylacetic Aldehyde, "SPECIAL-CLASS", if so desired, in the usual 50% solution in especially purified phthalic acid diethyl esters. These are quite stable if stored properly.

### Phenylethyl Alcohol

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The short period of time since the development of this thoroughly purified product has sufficed to bring us many assenting opinions, one of which even made the very flattering claim that it is the phenylethyl alcohol of the most delicate odour produced anywhere in the world. The purifying procedure discovered by our chemical engineers permits the elimination of the very last constituents of radish-like odour so detrimental to the delicate fragrance of phenylethyl alcohol. The radish-like smell of usual phenylethyl alcohols as well as the somewhat sharp side-odour of especially purified products is supplanted in our Phenylethyl Alcohol "SPECIAL-CLASS" by a lovely, rose-like fragrance. This tender fragrance is especially noticeable if one examines the odour of the aqueous solution of phenylethyl alcohol. This is the severest test for judging the odour of a really fine phenylethyl alcohol. Ordinary or well-purified phenylethyl alcohols dissolve with opalescence or clearly in the proportion 1:50 in distilled water, whilst one part of our perfectly purified phenylethyl alcohol clearly dissolves in only 45 parts of distilled water at 20°. Whereas the solutions of usual phenylethyl alcohols then give off a radish-like smell or still a light sharp side-odour, the solution of our Phenylethyl Alcohol "SPECIAL-CLASS" has an entirely pure, lovely odour of roses. Of course, the advantage of our perfectly purified product is most prominent in fine floral compositions.

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**Natural floral odours faithfully adapted for soap**

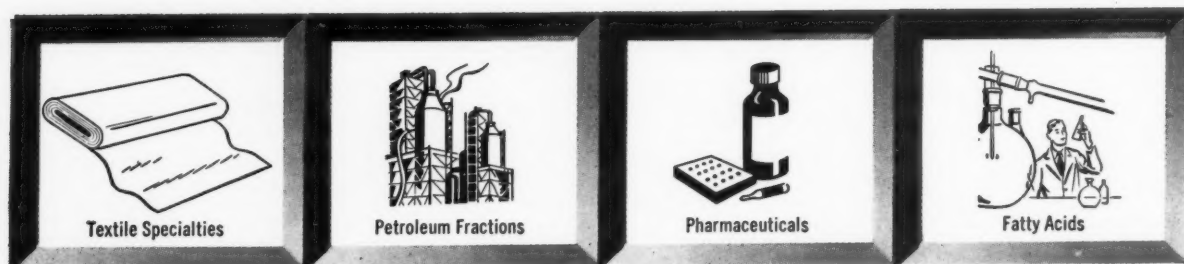
POLAK & SCHWARZ

**POLAK & SCHWARZ**

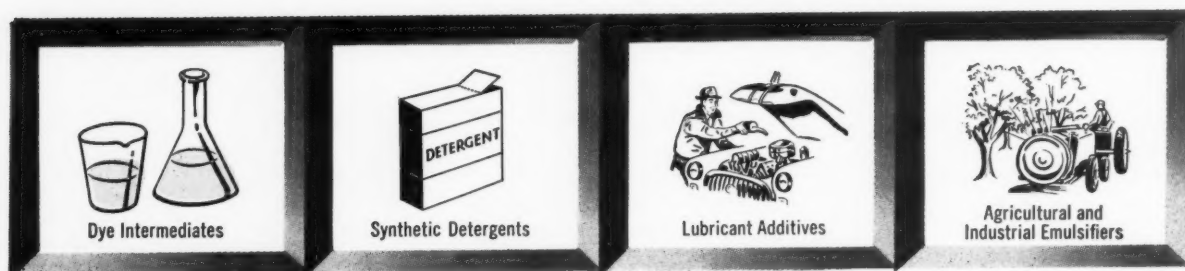
PERFUMERY SPECIALTIES — ESSENTIAL OILS — AROMATIC CHEMICALS

Polak & Schwarz Inc., 667 Washington Street, New York 14 (N.Y.)

# FOR SULFONATIONS SULFATIONS



Use **SULFAN**<sup>®</sup>  
(Stabilized Sulfuric Anhydride)



## ... Here's Why!

**You Improve Sulfonation Efficiency.** SULFAN has 99.5%  $\text{SO}_3$  available for sulfonation reactions. In many applications, this means considerable savings in operating costs because SULFAN offers nine times as much usable  $\text{SO}_3$  as 100% sulfuric acid, and over three times as much as 20% oleum.

**You Increase Batch Sizes.** With SULFAN, there is no waste acid. This means larger batch sizes (or more rapid through-put) ... often double without increasing size of equipment! Since no water is formed when

SULFAN is used for sulfonation, the waste acid problem inherent with sulfuric acid or oleum is also eliminated.

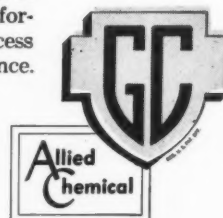
**Benefits of operating efficiency,** ease of handling and waste acid elimination make SULFAN worth your prompt investigation. Write today for technical information. A letter outlining your specific needs will enable us to supply data of value to you. As always, information regarding your process will be held in strict confidence.

Product Development Department

**GENERAL CHEMICAL DIVISION**

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.



Basic Chemicals  
for American Industry



# Feature PURO DEODORANTS

for Quality that  
Builds Customer  
Satisfaction and  
Repeat Profits

More Economical . . .  
Longer Lasting

★  
100% Pure  
Paradichlorobenzene  
Fused with Fine  
Perfume Oils

★  
Attractively Packaged

★  
Pleasing Scents  
Assure Repeat Sales

★  
A Complete Line

## Try PURO's Deluxe T-77 TOILET BOWL CLEANER

Cleans automatically by chemical action . . . no scrubbing needed. One block in flush tank each week stops odors, stains, dullness. 24 blocks to carton. Also available in tubes of 12 blocks. Private label, on either package, on orders of 4 cases or more.

### PURO 4 OZ. DEODORANT BLOCKS

*Outstanding Seller For*

*Every Public Use*

Most popular size and shape, for urinals and general use. Made to U. S. Navy specification MIL-D-2178. Attractive cellophane wrap and special tube containers protect from evaporation. Available in pleasant Surf, Lilac and Rose colors. Economical—long lasting.

### PURO SANA-BOLE DEODORANT

*Extra Profits From*

*This Exclusive Specialty*

Banishes odors at their source. Patented "Snap-on" wire hanger holds cake securely in bowl and practically out of sight. Delicate flower-like fragrance. Ideal for home, hotel, and public toilets—a much larger market than urinal blocks. A sensational repeater, 4 oz. cake.

### PURO JUMBO DEODORANT BLOCKS

*Heavy Duty Hanger Blocks*

By popular demand, now available in 8, 12, 16 and 24 oz. cakes which are effective longer over a larger area. The three larger blocks come in convenient hanger containers. Cellophane wrap prevents evaporation before use. In clean-smelling Surf, Lilac and Rose.

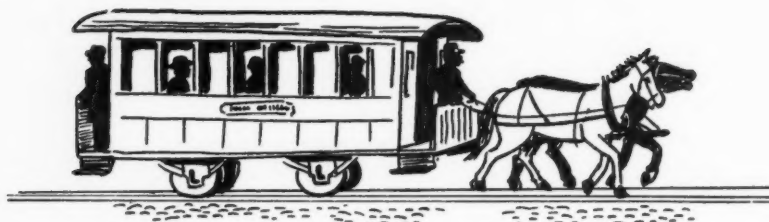


THE *Puro* COMPANY, Inc.  
(Established 1929)

2801 LOCUST STREET

ST. LOUIS 3, MISSOURI

Write for Samples  
And Jobber Prices



## Since the Days of the "Horse Car..."

**CHECK YOUR NEEDS  
FROM THIS LIST**

### VEGETABLE OILS

Babassu	Olive
Castor	Palm
Cocoanut	Peanut
Corn	Sesame
Cottonseed	Soybean

### ANIMAL FATS

Sperm Oil	Grease
Oleo Stearine	Tallow
Lard Oil	Lanolin
Neatsfoot Oil	

### FATTY ACIDS

Red Oil	Tall Oil	Tallow
	Stearic Acid	
	Hydrogenated Fatty Acid	
	Cottonseed and Soybean	
	Fatty Acids	

### ALKALIES

Caustic Soda, Solid, Liquid, and Flake; Soda Ash, Light and Dense  
Carbonate of Potash, calcined and hydrated  
Calcium Chloride  
Tri Sodium Phosphate  
Tetra Pyro Phosphate  
Quadrates Granular and Beads—a stable polyphosphate for water conditioning and mild but effective detergency.

**Soapers have depended on WH&C  
...for Raw Materials of Quality**

**S**INCE 1838, we've been supplying the nation's "soapers" with basic raw materials.

**SILICATE OF SODA**—Liquid powdered and solid.

**METSO\* 200**—(Sodium Orthosilicate)

**METSO\* ANHYDROUS**—(Anhydrous Sodium Metasilicate)

**METASILICATE**—"Metso"\* Granular.

**METSO\* DETERGENTS**—55, 66, 99.

**MAYPONS**—Unique surface active agents; prolific foam; high detergency and emulsifying powers; suitable for cosmetic and industrial use.

**AIR DRYETTES**

**• CHLOROPHYLL**

\*Reg. U. S. Pat. Off., Phila. Quarts Co.

**Let us mix your dry private formulas**

*Established 1838*

***Welch, Holme & Clark Co., Inc.***

**439 WEST STREET NEW YORK 14, N. Y.**  
Warehouses in New York and Newark, N. J.



in this corner

***new liquid***

***Nacconol<sup>®</sup> SL***

*to add extra sales appeal  
to your liquid detergents*

Features of Nacconol SL are: pleasant characteristic odor . . . very low hazepoint . . . no precipitation at temperatures down to freezing . . . no stabilizer needed . . . excellent foaming . . . emulsifies grease and oil . . . compatible with anionic and non-ionic materials.

Good money value, too. No other liquid-detergent base has so much of so many good features for you. And as a plus: Nacconol SL saves you money because it needs no dissolving . . . cuts production costs.

If your line includes (or you contemplate adding) a liquid detergent, remember you're ahead of the game when you start with time-saving liquid Nacconol SL.

and  
in  
this  
corner

a handy coupon that will  
bring you a free sample of  
Nacconol SL so you can see  
for yourself how remarkable  
Nacconol SL really is.

## NATIONAL ANILINE DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 RECTOR STREET, NEW YORK 6, N.Y. • HANOVER 2-7300

Boston 14, Mass., 150 Causeway St.	CApitol 7-0490	Charlotte 1, N.C., 201-203 West First St.	CHarlotte 3-9221
Providence 3, R.I., 15 Westminster St.	DExter 1-3008	Richmond 19, Va., 8 North Fifth St.	RIchmond 2-1930
Philadelphia 6, Pa., 200-204 S. Front St.	LOmbard 3-6382	Columbus, Ga., Columbus Interstate Bldg.	CUmibus 3-1029
Los Angeles 58, Cal., 4814 Loma Vista Ave.	LOgan 8-2257	Greensboro, N.C., Jefferson Stand. Bldg.	GRreensboro 2-2518
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Please send sample of Nacconol SL

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

for soaps and soap building



for soapless detergents



in cleaning compounds



in dishwashing compounds



for water softening



# BLOCKSON Sodium Phosphates

Blockson is the major Sodium Phosphate producer that retains intimate small company flexibility by providing large and small customers alike with the phosphates they want when they want them... with a time-saving absence of red tape.

**BLOCKSON CHEMICAL COMPANY**  
JOLIET, ILLINOIS



- Sodium Tripolyphosphate
- Tetrasodium Pyrophosphate, Anhydrous
- Sodium Polyphos (Sodium Hexametaphosphate) (Sodium Tetrphosphate)
- Trisodium Phosphate, Crystalline

- Trisodium Phosphate, Chlorinated
- Trisodium Phosphate, Monohydrate
- Disodium Phosphate, Anhydrous
- Disodium Phosphate, Crystalline
- Monosodium Phosphate, Anhydrous

- Monosodium Phosphate, Monohydrate
- Sodium Acid Pyrophosphate
- Sodium Silicofluoride
- Sodium Fluoride
- Hygrade Fertilizer

- Sulfuric Acid
- Teox 120





# SHULTON

**Fastest Growing**

**Producer**

**of**

**Fine**

**Aromatic**

**Chemicals**

## **NOW ADDS—**

MENTHOL U.S.P. CRYSTALS AND ISOMERIC MENTHOLS, MUSK AMBRETTE, MUSK KETONE AND MUSK XYLOL to its line—produced in Shulton's newly acquired facilities of the A. Maschmeijer, Jr. Division.

This combination of modern research and development with years of experience in producing fine quality materials is another step toward bringing better products to our customers.

### **Producers of**

Benzyl Alcohol, Benzyl Benzoate, Eugenol, Isoeugenol, Heliotropine, Linalyl Acetate, Linalool, Rhodinol, Vetivert Acetate, Vanitrope® brand propenyl guaethol . . . and other perfume and flavor chemicals and specialties.

Samples and Technical Information Available on Request



# SHULTON

**FINE CHEMICALS  
DIVISION**

Sales Office: 630 Fifth Avenue • New York 20, N.Y.

**...FOR CONSISTENT  
HIGH QUALITY...LOW COST IN**  
soaps AND shampoos

check Emery's  
complete  
line of  
Fatty Acids!



**If you now use fatty acids...** it's to your advantage to buy *all* your fatty acids from one dependable source. Emery's strict quality control assures you of *consistent plant performance* and a better finished product...always!

**If you now use some Emery Fatty Acids...** you can save money by buying *all* your fatty acid requirements from Emery in mixed car or truckloads of animal, vegetable, oleic or stearic acids.

**If you now use whole oils...** Emery Fatty Acids offer you these six important advantages: (1) greater uniformity, (2) instant saponification, (3) wide choice of alkalis, (4) greater formulation flexibility, (5) wider selection of finished product characteristics, and (6) lighter colored products.

**If you now use Olive Foots...** Emersol Vegetable Elaines are (1) lighter colored, (2) more uniform, (3) usually lower priced, (4) higher quality, and (5) made from a domestic all-vegetable source.

Look into Emery's complete line of *two* animal fatty acids, *eleven* vegetable fatty acids, *seven* oleic acids, and *two* vegetable oleic acids. Write Dept. S-4 today for samples and specifications of the Emery products that fit into *your* operations.



Fatty Acids & Derivatives  
Plastolein Plasticizers  
Twitchell Oils, Emulsifiers

New York • Philadelphia • Lowell, Mass. • Chicago • San Francisco  
Cleveland • Ecclestone Chemical Co., Detroit

Warehouse stocks also in St. Louis, Buffalo, Baltimore and Los Angeles

Export: 5035 RCA Bldg., New York 20, New York

SOAP and CHEMICAL SPECIALTIES

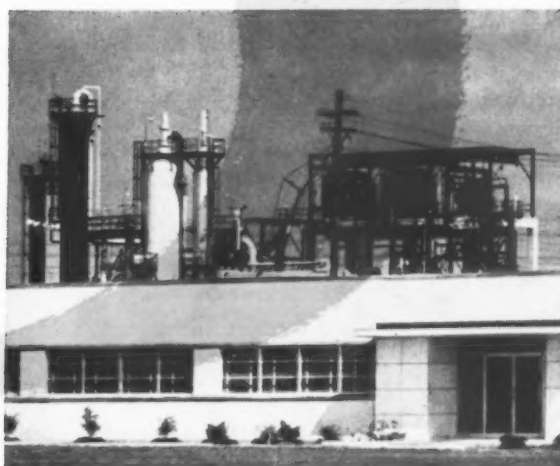
**HERE ARE**

# ***Ethanolamines***

**of**

**Unsurpassed**

**Purity**



Here is one of industry's brightest new plants —stainless steel towers and tanks, spotless piping at Nitrogen Division's new Orange, Texas, plant—to produce the highest purity Ethanolamines ever made in commercial quantities.

Shipment is made in tank cars directly from plant. Stocks are maintained throughout the country for delivery by tank truck and 55-gallon drums.

Ask for samples and quotations. Technical service is yours for the asking at no obligation. Call or write today!

## ***NITROGEN DIVISION***

ALLIED CHEMICAL & DYE CORPORATION  
40 Rector St., New York 6, N. Y.

Hopewell, Va. • Ironton, Ohio • Orange, Tex. • Omaha, Neb.

Anhydrous Ammonia  
Ammonia Liquor  
Ammonium Sulfate  
Sodium Nitrate  
Methanol  
Ethanolamines  
Ethylene Oxide  
Ethylene Glycols  
Urea

Nitrogen Tetroxide  
U.F. Concentrate—85  
Formaldehyde  
Nitrogen Solutions  
Fertilizers &  
Feed Supplements



# For Whiter, Brighter Washing THE KEY IS CMC

Dirt particles are *always* removed with the rinse water; *never* redeposited on the clothes when Hercules® CMC is included in a detergent or soap formulation. The unusual soil-suspending properties of CMC mean that a cleaning agent can concentrate on the job of loosening dirt; can count on CMC to see that the dirt stays out.

Colgate-Palmolive's new FAB, an all-purpose detergent, relies on CMC to help it fulfill its promise of "cleaner, whiter, brighter clothes because FAB washes out dirt and leaves no dulling soap scum." And when it comes to dishes, FAB can boast of shiny dishes, just by soaking, with "no washing, no hard scouring and no wiping needed."

Many commercial laundries and leading manufacturers of cleaning agents have discovered the value of economical CMC. To explore the possibilities CMC may hold for you, write for technical information and testing sample.



Manufactured by Colgate-Palmolive Co., new FAB is available in three convenient sizes. Mild to hands, it is recommended for everything from work clothes to fine washables.



Cellulose Products Department

**HERCULES POWDER COMPANY**

INCORPORATED

961 Market St., Wilmington 99, Del.

CM54-14



## ... in brief

**I** PROTEST . . . . Because a large soaper did a direct house-to-house sampling job with full size packages of his product in a western city, the California Grocers Association has protested. The grocers fear that by direct sampling, which was in vogue some years ago prior to the coupon system, the manufacturer is not only taking business out of their stores, but is also keeping people from going to the stores and buying other things besides soap. In short, direct sampling costs grocers sales and they don't like it.

We never did think much of direct sampling of well-known products. Rather, we would spend the money on magazine or newspaper advertising. But some manufacturers apparently think otherwise, which is their privilege. And these grocers,—they grouse about the nuisance of handling coupons which brings business to their stores, and now they protest direct sampling because it takes business away from their stores. Off hand, we should say that they are difficult to please.

**I** SKIN SAFETY . . . . A whole series of household synthetic detergents recently were tested and evaluated, and the results published in the March issue of *Consumer Reports*. As might be expected, soap was found slightly superior to the best detergent for washing cottons in soft water. In hard water, the detergents excelled on all counts. The so-called heavy-duty detergents were found equally safe and suitable for washing nylon and other synthetic fibres.

Significant were the comments on skin safety in the use of detergents. "Too frequent or too prolonged use of even the blandest soap or detergent will remove protective fatty materials

from the skin, possibly to the point of causing dryness or irritation. The more efficient the detergent, the dryer the skin is likely to become." And the report stated further in regard to present day detergents: ". . . all were judged safe for the skins of all except hypersensitive users."

To those dermatologists who for one reason or another have been chirping constantly about the dire effects of detergents on the housewife's hands, we recommend this down-to-earth report for reading. And for the "dishpan hands" clique of our own industry, we would suggest the same.

**I** WAXES . . . . That floor waxes are probably the hardest product to sell out of a catalog by sanitary supply salesmen came to us as something of a surprise. But this seemed to be the unanimous verdict of a symposium at the recent National Sanitary Supply Assn. meeting. Because there are so many brands of floor wax on the market, it seems that competition is heightened. Then we have local hardware, department and chain stores selling standard brands in competition with the sanitary supply salesman. If he has a superior product, it is difficult to prove or even to get a chance to demonstrate it. The buyer just has too many people pushing floor wax in his direction. He can't bother with them all.

On the other hand, today floor wax use is almost universal. There may be hundreds of brands scrambling for the market, but there are also thousands of customers and prospects. For more people probably buy floor wax than any other single sanitary chemical product. Maybe because competition is keen, salesmen tend to back away from floor wax and push other items. It could become a habit. Possibly there are more sides to this situation than were brought out by the symposium.



**NORDA does what NATURE does ...**  
**NORDA makes good scents**

You know the rare fragrance that grows in a rose. Nature keeps the great secret.

Norda cannot make roses. Norda creates rose odors, though, that honorably compete with Nature. They have the exquisite essentials. Norda rose fragrances are subtly, excitingly real and right in all rose characteristics.

Depend on Norda concentrated good scents for your aerosol mist perfumes and deodorants. Use them for their excellence. Save money with them.


Get generous *free* samples by requesting yours on your letterhead.



*Always remember—  
 never forget ...  
 Norda Makes Good Scents*


**Norda Essential Oil and Chemical Company, Inc.** , 601 West 26th Street, New York 1, N. Y.

CHICAGO • LOS ANGELES • SAN FRANCISCO • MONTREAL • HAVANA • LONDON • PARIS • GRASSE • MEXICO CITY

 **ADVERTISING . . .** Between 1950 and 1954, total sales of household soaps and detergents increased 22 per cent in dollars and 16 per cent in tonnage. This is according to the Nielsen market survey figures. During the same period, the money spent for national soap advertising went up 32 per cent. In this comparison, there lies a moral which we feel should be obvious.


Through the years, the American public has been educated to expect good products to be advertised. The record is full of instances where products were built to sales heights and were advertised widely. Then, new management or other decided to "save" the advertising money. In every case which we remember,—and we could name a half-dozen off hand,—the product eventually went off the market. The public just forgot to buy them and switched to advertised products.

Today, competition in soap and detergent selling is such that the percentage of the sales dollar spent for advertising is growing faster than sales. It must be necessary or our most successful merchandisers most certainly would not follow such a pattern. All of which leads us to believe that without advertising, be it to the household or the industrial markets, it is becoming almost impossible to stay in the competitive picture. Maybe they will beat a path to the door of the bloke with a better mouse trap, but we're beginning to have our doubts.

 **TALLOW . . .** After selling at nine cents early in February, tallow has nose dived to under seven cents currently. The story behind this price drop seems to be the export market, specifically the Iron Curtain countries. Approximately 100,000,000 pounds per month of American tallow were being shipped mostly to Holland and thence to Russia and other places behind the Iron Curtain. Recently, the matter of credit apparently reared its ugly head and funds in acceptable currencies were no longer available. The tallow piled up and for a time it was possible to buy American tallow cheaper in Europe than in the U. S. Then came a strike at one of the big soap plants and shipments of

tallow in that direction ceased for several weeks. The effect on the market was quite obvious.

At the present, there is still a large fat void in some sections of free Europe as well as behind the Iron Curtain. Whether credit terms can be established to resume this trade will have a marked bearing on the future course of prices in the American market.

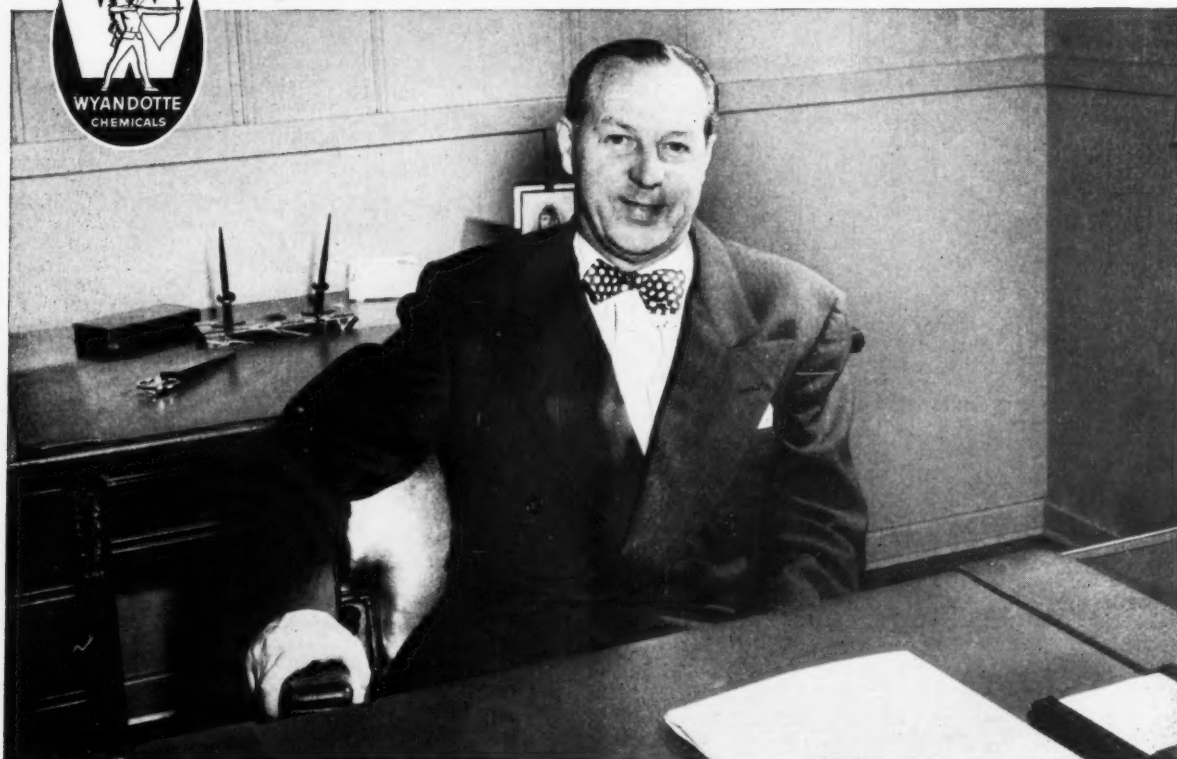
 **SALESMEN . . .** The more we talk to buyers, the more convinced we become that too many salesmen are just plain cockeyed liars. And if we look further into the subject, this may be purely by dint of necessity. With the lash of the sales manager cutting across their backs constantly, urging, urging, urging more orders, and faced by normal resistance of the buyers, the average salesman upon occasion could be driven close to desperation. Many are, we know, and will tell the buyer anything to get that precious order. Anything! Things which the house would never print or write in letters, he tells 'em verbally. Lies? Probably. Promises everything. For, above all, he has to get that order.

Frankly, for a long time we have thought that too much pressure on salesmen to sell more, more, more, is a dangerous thing. Dangerous for the house. For in the long run, it's the house which reaps the harvest from salesmen's lies,—the house which can't perform up to the salesmen's verbal promises. Over the years, we have known many sanitary supply and soap salesmen, good and bad, and we are certain that the best ones were not of the high-pressure variety. But too many sales managers openly force their men to be pressure boys, to get that order at any cost. And it's wrong.

To some extent, this situation may be due to the fact that the sales manager in turn has top brass pressure on his back. Or he may be out of touch with the conditions under which his men are selling. Or he may not give a damn one way or the other if his men lie to the customers as long as they produce. Maybe this is why we have such a heavy turnover in sanitary supply salesmen. Maybe those who survive have to lie to keep their heads above water.



## Dependable Source for Chemical Raw Materials



*E. F. Schulte, president, Etsol Synthetic Products, suppliers of metal-cleaning compounds for industry, believes Wyandotte Pluronics to be among the finest wetting agents they have used to date.*

## Pluronics insure better wetting . . . control foam in metal-cleaning compounds!

—Etsol Synthetic Products, Detroit, Mich.

Since 1936, Etsol Synthetic Products, Detroit, Mich., has been a leading supplier of metal-cleaning compounds to the automotive, electrical, and other heavy industries.

This progressive company has met the challenge for better cleaning at lower total cost by using the newest, most efficient ingredients on the market in its products. Among these new ingredients are the Pluronics\*, Wyandotte's new series of nonionic surfactants. Edwin F. Schulte, president of Etsol Synthetic Products, says of Pluronics: "We have used many products as wetting agents. In our experience, the Pluronics are better than any of the others we have tried. It is amazing how much we accomplish with such a small amount of Pluronics. In our metal-


cleaning compounds, Pluronics' unique combination of properties has proved ideal: Pluronics act both as a detergent and anti-foaming agent, eliminating the need for a separate anti-foaming agent. Even in small amounts, the Pluronics adequately and permanently de-dust our powdered metal-cleaning products.

"In high-speed washers in the automotive industry, for instance, a wetting agent is required, but, with all the motion, there's usually a lot of foam. The Pluronics in our compound control the foam, provide improved rinsability, good detergency and better wetting. What more could we ask?"

Have you evaluated the Pluronics thoroughly? Their unique

and different properties have already established them in water conditioning, in dishwashing, in laundry compounds, in soaps, as well as in metal-cleaning and -cutting compounds. Write for further data and samples. *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Offices in principal cities.*

\*REG. U.S. PAT. OFF.

 **Wyandotte**  
**CHEMICALS**

**HEADQUARTERS FOR ALKALIES**

Soda Ash • Caustic Soda • Bicarbonate of Soda • Chlorine  
Calcium Carbonate • Calcium Chloride • Glycols • Chlorinated  
Solvents • Synthetic Detergents • Agricultural Insecticides  
Other Organic and Inorganic Chemicals



## as the reader sees it...

### Women Salesmen

Editor:

Confidentially, Alfred Richter, the original chairman of the National Sanitary Supply Association told me recently, "I agree with Bill Plowfield, there have been numerous successful women 'salesmen' scattered throughout the sanitary supply business. We had one, Mrs. Florence Nusholz, for a few years about 1930-'32. Wish we had her back."

Sol Herzfeld,  
vice-president in charge  
of sales

Navy Brand Manufac-  
turing Co.  
St. Louis

*Mr. Herzfeld, naturally, is referring to Bill Plowfield's letter in the December issue of "Soap & Chemical Specialties," commenting on our editorial in the November issue dealing with the invasion of women "salesmen" in the sanitary supply field. Maybe the N.S.S.A. should have elected a woman to its board or even have a woman president sometime. Ed.*

### Frothing over Foam

Editor:

Your editorial in the February issue of *Soap & Chemical Specialties* bemoans the imminent passing of soap. May I suggest to you that the last man to make soap will find himself suddenly unable to fill his flood of orders as soap users find themselves cut off from one source after another. Personally, I use detergents and like 'em mildly, but often I find that they do not clean like soap. But, boy! How they foam . . . and foam . . . and foam . . . and foam. Suds all over the place. Suds you can't wash off. Suds, suds, suds.

I like soap. And I find myself distressed these days to find that some soap manufacturers I have liked heretofore must be sneaking in a little detergent into their formulas because soap is beginning to foam and foam and foam as never before. Could you not beg them

to stick to cleaning and lay off this damned eternal foam?

Austin W. Morrill, Jr.  
Entomologist, Sanit. Eng. Br.  
Engr. Res. & Dev. Lab.  
Ft. Belvoir, Va.

P.S. Many ladies say detergents are easy but they don't *clean* like soap.

A. W. M., Jr.

*Attention all you soap and detergent makers. We gather the man doesn't care for "foam." Ed.*

### "Electromatic" Filler Data

Editor:

I found the article in the February issue of *Soap & Chemical Specialties* on "Liquid Filling Equipment" extremely interesting. The president of our company, A. B. Mojonier, prior to going into business for himself in 1946, had become recognized as something of an authority on piston fillers and vacuum fillers—the two types of filling equipment your article deals with—and struck out for himself largely in an effort to pioneer

a new and simpler principle of filling.

This resulted in our patented "Electromatic" filling principle now used throughout the world in aerosol filling, widely accepted in the fluid milk filling field, and now progressing in other chemical and food fields. The "Electromatic" principle of filling can be summarized as follows:

This patented principle is based on the fundamental law of physics that at a constant head, liquid will flow through an orifice at a constant rate. We have determined how to maintain a constant level above a nozzle with a timer, instead of a complex valve or piston arrangement, requiring castings, machining and expensive fittings.

The advantages of the "Electromatic" principle are many. First, simplicity of design means relatively low initial cost. Secondly, operating costs, amount of floor space required, and repair and maintenance expenses are held to a minimum. Thirdly, in the words of actual operating employees, "Electromatics" are easy to operate and easy to clean up. (Only a minimum quantity of product remains in the filler tank at the end of a run and can readily be "stripped" off into remaining containers.)

An additional great advantage of the "Electromatic" principle is the precision fill it permits. Using a timer, which can split a second into a thousand parts—and with a constant rate

(Turn to Page 79)

"Got a TERRIFIC IDEA, Chief—I've just thought of a ONE LETTER name for our new detergent!"





## ...when you filter with **CELITE**

THE FLOOD of new brands in the liquid soap and detergent field has made shoppers more selective than ever before. A cloudy product loses out when there's a sparkling clear one on the shelf beside it. And, chances are the ones that sparkle brightest have been filtered with Celite\* diatomite filter aids.

Celite provides its exceptional clarity by means of a filter cake that is

hundreds of times finer than the finest wire mesh. Yet, there are 2,500,000 filter channels in each square inch to give the fastest flow rates with any standard filter. Operation is automatic and economical.

Many manufacturers are using Celite today for filtering soaps and detergents which are in a liquid state at some stage. Many ingredients for these products, as well as other fats

and oils, can also be successfully clarified with one of Celite's nine grades. Call a Celite engineer for further information or write Johns-Manville, Box 60, New York 16, N. Y. In Canada, 565 Lakeshore Road East, Port Credit, Ontario.

\*Celite is Johns-Manville's registered trade mark for its diatomaceous silica products



**Johns-Manville CELITE FILTER AIDS**

# Changing Times for Glycerine

**Greater stability predicted as glycerine moves from 100 percent by-product to about 30 percent synthetic and 70 percent by-product material**

**By E. Scott Pattison\***

Manager, Glycerine Division

Assn. American Soap & Glycerine Producers

**T**HE story of glycerine in 1954 is not one of its more dramatic chapters. This is perhaps all to the good. Crisis psychology—or what President Eisenhower referred to as “boom or doom” thinking—has plagued the glycerine business too often in the past.

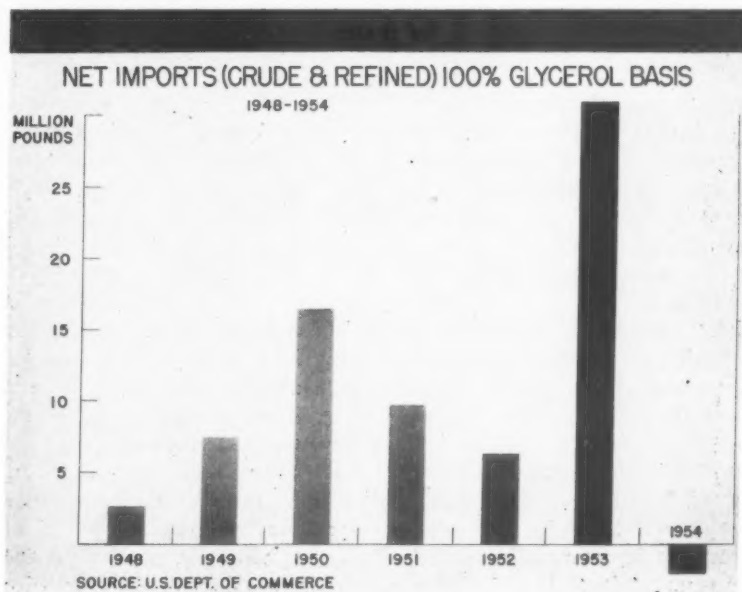
Reviewing some of the production and demand trends in 1954, as indicated by Department of Commerce statistics, may seem like water over the dam. But I believe it will suggest possibilities for 1955 which contrast quite strikingly with the glycerine picture of the past. I will also pass along such information as I have on the glycerine situation outside the United States.

We have entered into changing times for glycerine that do not show up in the figures. Overall levels of production and consumption have not changed drastically. But glycerine here in America has been moving from a 100 percent by-product commodity to a “combination” commodity; about 30 percent synthetic and 70 percent by-product. This means that for the first time the practice of changing production rates to meet sales estimates is now possible on a scale sufficient to affect the market. We see this being done every day in

the case of other synthetic organic chemicals, where its effect on the total supply discourages the anticipation of gluts and shortages.

We are told that the expectation of peace is a psychological factor tending to bring it about. Similarly, the expectation of the stabilizing effect of newly controllable glycerine production may do its work, even though the synthetic production rate is never actually adjusted for this purpose. If we have done nothing more than to move away from a psychological expectation of unstability, this is all to the good.

During 1954, glycerine stocks rose as high as 64 million pounds and later fell below 50 million. This is a percentage change in stocks that in the past has altered anticipated values for crude, and subsequently the selling price of refined glycerine. This year, however, the relationship appears to have been reversed. From mid-February on, refined and synthetic glycerine remained at a level which was clearly concerned with maintaining its volume in competition with other polyols. This applied particularly to the alkyl resin market, where the level at which



\*Based on paper presented before 28th annual convention of the Association of American Soap & Glycerine Producers, New York, Jan. 27, 1955.

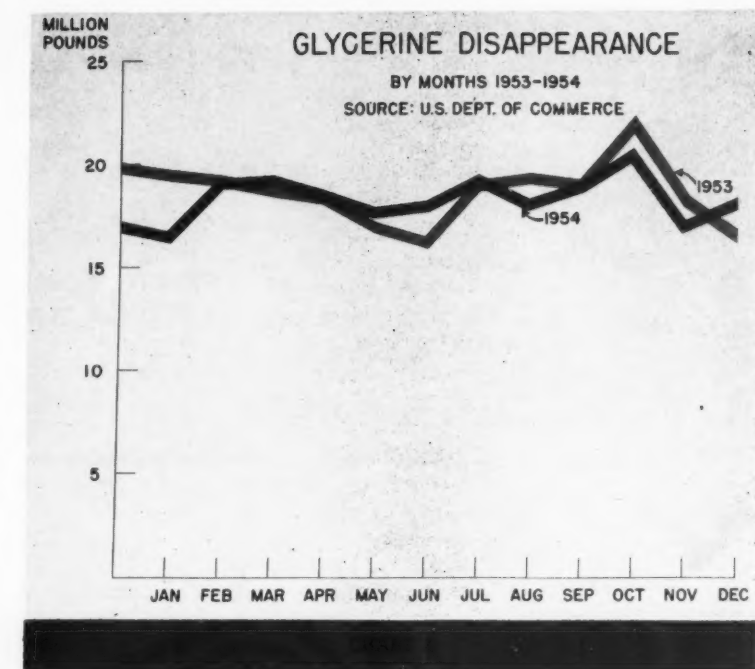
substitution takes place is quite clear-cut. In any event, the price of crude and the cost of refining were squeezed below this competitive ceiling. This occurred despite evidence of shortages of crude and trends upward in its value elsewhere in the world. Domestic refiners, who purchase imported and other crude, found themselves with an inadequate differential for the cost of refining. One east-coast refinery was closed as a result.

The most immediate effect of this "squeeze" was to bring about in 1954 a complete reversal of the import-export trend, as compared with the previous year. The chart (1) tells the story. From a net import balance of 31 million pounds in 1953, we come to a net export balance of 2.6 million pounds through November 1954.

Crude glycerine supplies which, in the past, had come from say, Argentina to the United States, were able to command a differential elsewhere as compared with American offers. There was a growing demand for glycerine in the United Kingdom, in Germany and in South Africa, resulting from a European trend from soap to detergents and industrial expansion generally.

There has been some modification of this import situation during December and January. European buyers of crude have hung back and some substantial imports from South America and India have been received. However, a prosperous Europe is expected to increase its glycerine consumption faster than its soap consumption. With projected expansion of American synthetic glycerine output, the possibility of substantial net imports here seems dubious, to say the least, and exports ought to outbalance them. The export possibilities of synthetic glycerine have been carefully evaluated.

Domestically, 1954 showed the effects of the "rolling adjustment" of our economy. In December and January a year ago, glycerine demand had slipped—perhaps because of inventory adjustment in the paint business in the face of



clogged sales channels for cars and appliances. (See Chart 2) Since February, 1954, however, the levels of domestic glycerine usage have been remarkably stable. For the entire year, it is estimated at 223 million pounds, or virtually the same as 1953.

In the review published in the March, 1954 issue of *Soap*, one chart showed glycerine's domestic disappearance on an index basis as compared with the Federal Reserve Board industrial production index. Volume-wise, glycerine did better, relative to general business, in 1954, than in 1953.

Turning to production, we find that output of crude, plus synthetic, peaked in March and then declined rather steadily with soap production cutbacks to the usual summer low. Actually, at this point, July showed an excess of disappearance over production of some six million pounds. Here, too, we have moved into a relatively flat operating rate. Our total domestic production for the year amounts to 207 million pounds. This is crude and synthetic taken together on a 100 percent basis. See Chart 3. It does not include domestically refined for-

eign crude, or that made available with the decrease in stocks. Synthetic glycerine production is unofficially estimated by magazine editors and others in the trade at 50 to 60 million pounds per year. No official figure for 1954 has been released, but if we assume 58 million pounds, this suggests natural glycerine at a level of about 149 million pounds, as compared with 163 in the previous year. This decrease of nine percent or so seems slightly less than the decline in soap production. Other natural glycerine sources, such as fatty acids, made no offsetting gains, but some fatty alcohol expansion is indicated. Lately, some of the pressures for tallow utilization outside the soap field have been relieved by continued large exports and by its use as such in animal feed. The expanding use of fats as glycerides has not made the glycerine available for recovery to the degree anticipated when four cent tallow was foreseen. Some further glycerine from fatty alcohol expansion is expected in 1955.

In any event, if we extend the most recent government figures on glycerine production and supply,



we find that it is going into use at a rate of one or two million pounds a month in excess of domestic production, and that stocks are declining. Any general expansion in business this spring may accentuate this trend.

### World Outlook

**A** LOOK at the world picture suggests little likelihood of increased availability of natural glycerine on a long range basis. England is currently using more glycerine for cellophane. One prediction made at the Paris detergents meeting last summer suggested that soap production would increase 25 percent or so in Latin America, Asia and Africa between now and 1970 as a part of a general expansion of cleanliness products. At the same time, the trend from soap to detergents in the United States and Europe would offset soap expansion elsewhere, so that, by 1970, there would be a *net decline* in soap production of some 11 percent. Industrialization, in the meantime, will be expected to build demands for glycerine. A possible offset is the expansion of substitutes, such as glycols and pentaerythritol, in the resurgent German chemical indus-

try. A report from France indicates a relatively balanced situation there—with consumption in alkyd resins still growing, but losses to ethylene glycol important in the explosives field. We are told that the use of glycerine as a plasticizer in cellophane is being supplanted to some extent by tri-ethylene glycol, again for price reasons. Nevertheless, domestic price of glycerine in France remains high.

Domestically, the trade is well aware of new synthetic-glycerine capacity in the offing. This will include the Shell Chemical Corp. expansion, roughly two million pounds a month, due in the spring. Taken together with current synthetic capacity and natural glycerine output, it should permit a monthly output rate of close to 1950's record level, when 225 million pounds of crude and synthetic were domestically produced. Late in 1955, we have the expectation, as announced to the trade, of glycerine production by Dow Chemical Co. This will add another two million pounds a month to the market, although some, of course, might go to newly developed captive use or to export. In any event, ample supply to make glycerine a

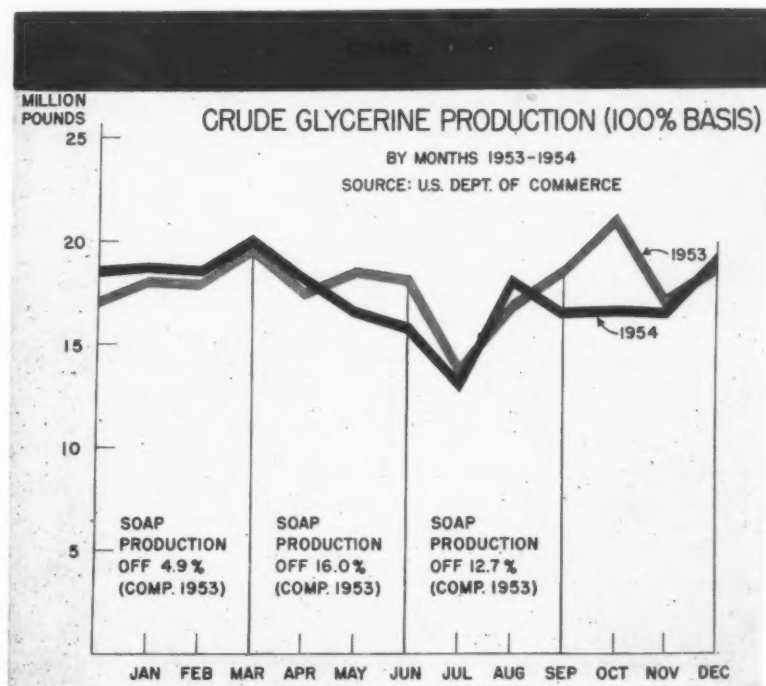
"growth chemical" is assured.

Last year, I stressed that the growth of the domestic glycerine market was an essential objective of *all* glycerine producers for two or three years ahead. The mere fill-in of declines in natural glycerine output by synthetic glycerine will not take up projected capacity, if we continue the average glycerine disappearance of these last five years, at between 200 and 225 million pounds. Another 10 percent decline in domestic soap production might bring natural glycerine down to 130 million pounds. Add 110 million pounds per year of synthetic and we still are above our record output of the past. This makes no allowance, moreover, for production of glycerine from corn syrup via sorbitol, which has been publicly suggested as a future move by Atlas Powder Co. That old perennial, glycerine by fermentation of molasses, seems to be out of contention here at the moment, though Cuban interest continues.

### Consumption Outlook

**G**ROWTH curves for glycerine-using industries are, for the most part, increasing faster than population growth. A recent projection made by Stanford Research Institute of chemical and allied products shows 1960 at a level 26.6 percent above 1952. This would put glycerine consumption at 268 million pounds. Expanded business will be there, if paint, food, toilet goods, industrial explosives, and other industries, maintain the pace they have set for themselves. The unresolved factor is the growth curve of glycerine substitutes. As an example, a recent listing of projected new plants shows four pentaerythritol projects—with total capacity of some 30 million pounds per year. Some of the glycol and other polyol plants have operated in 1953 at far below capacity. Meanwhile, their application research is being pushed with new vigor by companies which, on an overall basis, are profitable and well

(Turn to Page 197)



# New Method for Determination of Foaming Power

**By J. P. Sisley and M. Loury**

Jean Ripert Laboratory of the  
Institut des Corps Gras, Paris

**Translated by P. J. Wood**

Royce Chemical Co.

**M**OST of the methods used to evaluate foaming power require the employment of more or less complicated apparatus only to be found in special laboratories and the precision of some of them leaves something to be desired.

The authors propose the use of a machine of the "mixer" type now commonly employed in many households, the operation of which is familiar to most people. The authors have found that, in addition to extreme simplicity of manipulation, it is possible to accomplish a high degree of reproducibility. It would seem to be a good method of control during manufacture of certain products.

Foaming power is a function of the most varied factors, so it forms a very complex ensemble. Among these factors are: The form of the apparatus, tube, cylinder, beaker, etc.; the nature of its walls; the method of producing the foam, whether by shaking, beating, or bubbling gas through it; the age of the solution being tested; the nature of the forces destroying the foam.

Shaking methods have been found to be too dependent on the individual operator. Mechanical beating requires a special piece of apparatus. Methods requiring bubbling of air used for measuring the volume of foam and the time of duration are convenient for the less stable foams but are not so suitable for soaps or synthetic detergents which can give, under these

conditions, a considerable volume of foam.

Some methods evaluate foam produced by bubbling air into the liquid and determining the weight of liquid entrained in the foam. It was found that there is no reliable relation between this figure and the stability of the foam.

Besides, it is essential to make a distinction between the capacity to produce foam and the stability of the foam produced. This latter property depends essentially on the method employed, and generally, not enough account is taken of the factors of destruction of the foam that are present in practice.

Ross and Miles experimented with an apparatus which, according to the authors, makes it possible to produce the foam and to subject it to destructive forces, operating under well-controlled conditions (1). They found this method to be simple, reliable and speedy, as well as lacking in the "personnel coefficient."

Our comments on this method are:

1. The operation is not simple. The bulb is filled by aspiration which cannot be done very quickly with a volume of 200 cc which has to pass through a semi-capillary tube two to three mm in diameter. The apparatus itself is cumbersome and fragile, being two meters high, with the recipient into which the liquor is discharged at the lower end, making it difficult to read the volume.

2. It is difficult to adjust the bulb in its groove, in such a way that the fall of the liquid shall exactly follow the axis of the tube. Consequently the dropping of the liquid is not always done in the same way which may give rise to differences in the level of the foam thus rendering the readings less precise.

3. The rapidity with which the operation can be accomplished is debatable, as, in addition to putting the bulb in the correct position, it takes a long time to empty and thoroughly wash the apparatus. The device is not suitable for a long series of tests such as would be required for continuous control of an industrial operation. It is hardly possible to operate drop by drop, as the authors recommend, and continuous rapid addition (20-21 seconds) is never reproducible under the same conditions. It is a good idea to make certain that the time of pouring is always the same. Otherwise a condition of equilibrium between formation-destruction of the foam cannot be attained, since the foam depends on the volume of the solution poured (the authors have fixed this arbitrarily at 200 cc, the volume of the bulb.) Other authors, on the other hand, are agreed that the influence of the inner surfaces is significant because the interior tube is of such a small diameter (2).

Finally, this apparatus, although it unites at the same time the factors of formation and destruction of foams, is not too practical,

**Table I.** Results of experiments made according to the Ross-Miles method for the determination of foaming power. Made in distilled water and in hard water of 300 p.p.m. at 20°C. Concentrations are stated in % of active ingredient.

Surfactant	Height of foam in mm.											
	Distilled		Hard		Distilled		Hard		Distilled		Hard	
	0 min.	5 min.	0 min.	5 min.	0 min.	5 min.	0 min.	5 min.	0 min.	5 min.	0 min.	5 min.
Aerosol OT	150	145	35	10	190	130	45	30	200	180	195	160
Antaron L 324	180	160	65	35	180	160	55	50	195	170	110	100
Antaron K 460	130	120	170	150	170	150	185	165	170	150	200	175
Arctic Syntex M	195	170	100	90	205	185	130	115	220	195	150	135
Brij 35	75	40	85	35	105	65	111	80	115	70	130	105
Duponol WA paste	90	70	30	5	190	150	45	20	190	160	45	30
Igepon T	190	170	170	140	190	165	180	150	190	170	185	165
Lissapol LS powder	145	120	30	30	155	135	40	40	155	140	50	45
Miranol HM	190	160	85	70	205	180	135	100	210	190	165	135
Monawet MO paste	145	30	40	10	185	140	50	10	200	170	70	20
Monosulph	45	15	0	0	65	30	0	0	80	25	0	0
Nekal BX dry	165	30	90	50	140	40	135	110	180	130	170	150
Ninol 128	90	90	25	10	150	125	45	15	165	130	45	15
Onyx BTC	135	115	165	60	155	120	170	85	165	150	185	95
Sipon LS	180	155	30	15	205	175	35	25	220	185	50	35
Solepal AGC paste	175	150	150	120	200	180	200	160	215	185	210	175
Stanyl 40	185	175	135	120	190	170	185	165	200	190	190	170
Sterox CD	35	31	20	5	50	40	35	5	50	49	35	5
Teepol	195	170	150	135	190	170	170	150	190	175	190	170
Tween 20	60	50	80	50	75	65	100	65	85	75	110	75
Triton X 100	75	65	110	95	115	100	125	115	115	100	145	130
Ultrawet K	190	160	160	135	200	170	195	170	200	175	200	170
Concentration	0.05%				0.1%				0.15%			

The figures given are the average of at least three tests on each experiment.

**Table II.** Results of experiments made according to the Sisley-Loury method for the determination of foaming power. Made in distilled water and in hard water of 300 p.p.m. at 20°C. Concentrations are stated % of active ingredient.

Surfactant	Height of foam in graduations											
	Distilled		Hard		Distilled		Hard		Distilled		Hard	
	0 min.	5 min.	0 min.	5 min.	0 min.	5 min.	0 min.	5 min.	0 min.	5 min.	0 min.	5 min.
Aerosol OT	660	550	690		680	590		370	685	610		
Antaron L 324	640	530	450	180	655	555	540	265	670	560	540	290
Antaron K 460	630	500	660	585	590	465	670	620	635	545	680	625
Arctic Syntex M	665	565	660	580	700	625	690	635	710	640	700	650
Brij 35	600	400	630	415	630	480	660	510	610	495	670	530
Duponol WA paste	650	530	550	170	660	560	550	240	670	605	570	370
Igepon T	620	510	600	460	630	515	660	575	650	545	670	585
Lissapol LS powder	590	465	630	520	630	520	645	550	645	545	660	560
Miranol HM	650	530	550	420	660	590	640	570	670	610	660	620
Monawet MO paste	600	465	550	170	630	520	570	170	650	550	600	180
Monosulph	590	300	0	0	610	380	0	0	660	410	0	0
Nekal BX dry	635	480	590	125	650	540	660	570	660	550	660	595
Ninol 128	600	490	500	140	640	555	540	140	640	590	550	130
Onyx BTC	620	480	690	520	630	505	660	550	650	535	660	560
Sipon LS	625	500	560	240	630	540	600	405	640	570	620	520
Solepal AGC paste	670	570	650	575	700	660	600	690	665	710	710	685
Stanyl 40	625	510	620	540	630	525	640	560	640	550	640	570
Sterox CD	500	225	550	50	620	310	550	50	540	335	570	50
Teepol	630	495	660	595	620	510	670	615	640	550	670	620
Tween 20	590	415	630	420	615	455	660	490	620	480	670	515
Triton X 100	610	490	650	520	630	530	670	550	640	530	670	560
Ultrawet K	620	485	650	570	630	510	650	595	670	580	660	610
Concentration	0.05%				0.1%				0.15%			

The figures given are the average of at least three tests on each experiment.

is cumbersome, requires delicate handling, and, after all, does not reproduce conditions met with in practice.

We have tried to devise a quick method of testing with an apparatus of the "mixer" type. In this device, the forces of formation and destruction of the foam come into play simultaneously by rapid rotation of the moving part (knife or disc beater.)

The influence of the interior surfaces is negligible. The foam obtained is always very regular and reading of the level of the foam is done easily and with precision. Manipulation is easy and quick. The apparatus is easily and rapidly washed.

We have endeavored to find a reproducible method and have compared it with the Ross-Miles apparatus.

The apparatus has three speeds which we will designate as  $V_1$ ,  $V_2$ , and  $V_3$ . It is essential to operate with an apparatus that has already been used and which is known to rotate at constant speed. In addition, a comparison is made of a series of tests to insure regularity.

One interesting observation concerning the appearance of the foam obtained in the mixer is that the rotary movement in the interior of the bowl which is not exactly circular, gives a very regular surface and the readings can be made very precisely. We operate with a bowl graduated from the bottom to the top in arbitrary equal volumes of from 0 to 1000. The speed  $V_1$  was found to be insufficient to obtain an appreciable amount of foam. The speed,  $V_3$ , (14,000 rpm) was too fast, as it produced a vertical oscillation of the liquid that was not favorable to good reproducibility and could give rise to losses of the liquid by splashing over. We adopted the middle speed,  $V_2$ , (about 12,000 rpm) which produced a uniform rotating motion in the liquid while incorporating sufficient air to give a homogeneous foam which was readily reproduced.

When the knives were used,

**Table III. Difference in foaming action with distilled water and hard water of 300 ppm at 20°C and for equivalent amounts of active ingredient.**

Surfactant	Sisley Index Class	% active ingredient	Constitution	Dist.	Hard
Aerosol OT	I/E	100	Sodium dioctyl sulfosuccinate	M	P
Antaron K 460	I/P	60	Ethylene oxide alkylphenol sulfonate	M	G
Antaron L 324	I/G 1	26	Sodium oleostearyl methyl tauride	G	P
Arctic Syntex M	I/G 21	30	Sodium glyceride sulfate of fatty acids of coconut oil	VG	G
Brij 35	III/B 2	100	Polyoxyethylene lauryl ether	P	M
Duponol WA paste	I/K 21	40	Sodium lauryl sulfate	G	P
Igepon T	I/G 1	72	Sodium oleyl-methyl tauride	G	G
Lissapol LS	I/F 2	26	Sodium oleyl-p-aniside sulfonate	P	P
Miranol HM	III/B 4	40	Lauryl imidazoline	VG	G
Monawet MO paste	I/E	70	Sodium ethylhexyl sulfosuccinate	—	—
Monosulph	I/B 3	68	Sulfonated castor oil	—	—
Nekal BX dry	I/O 41	60	Sodium dibutyl naphthalene sulfonate	M	G
Ninol 128	III/B 4	100	Fatty acid diethanolamide	M	P
Onyx BTC	II/E	50	Alkyl dimethyl benzylammonium chloride	M	G
Sipon LS	I/K 21	30	Sodium lauryl sulfate	VG	P
Solepal AGC	I/F 5	20	Coconut fatty acids ethanolamide sulfate	VG	VG
Stanyl 40 powder	I/O 42	40	Sodium dodecyl benzene sulfonate	G	G
Sterox CD	III/B 1	100	Polyglycol ester of tall oil	—	—
Teepol	I/L	20	Secondary alkyl sulfate	G	VG
Tween 20	III/B	100	Polyoxyethylene sorbitan mono-laurate	P	M
Triton X 100	III/ 1	100	Polyethoxyether of an alkylphenol	M	M
Ultrawet K	I/O 42	85	Sodium alkylaryl sulfonate	G	VG

their rapid rotation generates such a violent movement of air within the midst of the liquid and the emulsion produced takes quite a while to

settle. The zones of separation are not very clear even at the expiration of several minutes. The disc

(Turn to Page 99)





# WASHINGTON

## Point-of-View

By George L. Prichard

Bureau of Raw Materials for  
American Vegetable Oils and Fats Industries

**T**HE result of negotiations with respect to the Philippine-American Trade Agreement of 1946 were officially made public through joint announcement of the negotiating delegations in mid-December. Agreement was not reached on the Philippine proposal to repeal the three cents per pound processing tax imposed on coconut oil by the United States.

In the opinion of the American delegation, the Philippine representatives did not stress this item sufficiently to secure the desired agreement. In fact, the Philippine delegation seemed quite willing to subordinate the request for repeal of this tax to other issues which apparently were deemed more important. The case for repeal was also weakened by the impossible request that the United States pay over to the Philippines the collections from the coconut oil processing tax. The Philippine delegation reported, on the other hand, that its request was ruled out by the American negotiators on the grounds that abolition of the tax through a bilateral agreement would open the way for other countries to ask for similar exemptions.

The agreement finally reached by the negotiators did, however, contain several items of interest to the U. S. oils and fats industries. It was agreed to eliminate certain items now in effect under the 1946 Trade Agreement. These included:

(1) The provision which precludes any change in the value

of the Philippine peso in relation to the United States dollar. The effect of this change would be to give the Philippines the complete control of their own currency which their negotiators successfully contended is the right of any free and independent nation.

(2) Most of the absolute quotas, including coconut oil, would be eliminated for imports from the Philippines. Absolute quotas were retained for cordage and for sugar (without prejudice to possible increased quotas under the U. S. Sugar Act of 1937.) This change would permit entry of P. I. coconut oil into the United States above the specified annual quota upon payment of the applicable tariff duty. The coconut oil quota through 1955 is 200,000 long tons per annum. Beginning Jan. 1, 1956 this quota would be reduced. The permitted quota for each three year period as a percentage of the quota in effect through 1955 would be: 1956-58, 95; 1959-61, 90; 1962-64, 80; 1965-67, 60; 1968-70, 40; 1971-73, 20. On and after Jan. 1, 1974 the quota would be nil.

(3) United States control over the quantity of coconut oil individual Philippine crushers could ship to the U. S. under the duty-free quota would be deleted from the 1946 Trade Agreement. This was originally included to prevent possible discrimination against Philippine subsidiaries of U. S. companies.

(4) The prohibition against

export taxes on articles shipped by the Philippines to the United States (and vice versa) would also be eliminated.

In addition to agreement on the elimination of the items mentioned above, other revisions would increase the tariff preferences for Philippine articles entering the United States and would decrease the tariff preferences for U. S. articles entering the Philippines. Also, the Philippine government would be authorized to impose a special import tax to be applied in a non-discriminatory manner to replace the exchange tax currently in effect. This special import tax could begin at a level no higher than the exchange tax in effect at the time of the negotiations and would be on a temporary and declining basis scheduled for a 10 percent decrease each year beginning Jan. 1, 1957 until it disappeared on and after Jan. 1, 1966.

The revised agreement would continue without change the United States processing tax preference of 2 cents per pound for Philippine coconut oil and for oil produced in the U. S. from P. I. copra.

The formal agreement reached in these negotiations is, of course, subject to the approval of the Congresses of the two countries. Chairman James M. Langley of the United States delegation has since announced that the revisions will be taken up by the House Ways and Means Committee after Apr. 1. Before that date the State Depart-

ment will submit to the House of Representatives a draft of a bill implementing the changes agreed upon as a result of the negotiations.

Legislation has again been introduced to repeal the three cents per pound processing tax on coconut oil. HR 3652 introduced by Representative Allen of California is essentially the same as HR 7763 introduced at the last session with only the changes needed to conform to revisions in the Internal Revenue Code of 1954—Public Law 591.

### **Oil Crop Price Supports**

**A**S this is written in early March, the Department of Agriculture has not yet announced its oilseed price support policy for 1955 crops. Announcement long delayed is expected quite soon after it seems fairly definite that soybeans will be supported at 70 percent of parity reduced from 80 percent for 1954. Cottonseed price support is to be continued at 60 or 65 percent of parity. It was 75 percent for 1954. Flaxseed support will be at the 60 or 65 percent level instead of 70 percent as in 1954. The reduced levels are in line with the present policy of the Department to attempt to set supports at reasonable levels which would obtain the objective of moving the commodities into consumption rather than into government inventories.

Most of the top officials of USDA would have preferred to discontinue the cottonseed price support operations but have been under fire from at least three directions. Congressional representatives from the Cotton Belt were not amenable to discontinuing the cottonseed program. It is understood that Congressional mail and inquiry to the Department on this subject has been heavier than at any time in recent years. Cooperative cottonseed oil mills contended strongly that a price support program was necessary for financing purposes because they did not have an adequate futures market on cottonseed oil. This viewpoint apparently overlooked the fact that the cottonseed price support oper-

ations have been most detrimental to the operations of the oil futures market. And that with a return to a free market operation, the oil futures market would resume its usual and normal function. Soybean crushers did not wish the cottonseed program done away with while their raw material is under effective price support. They argued with considerable merit that the soybean loan program should not be used to support farm prices for both cottonseed and soybeans. Various proposals to discontinue the cottonseed program and, at the same time, alleviate this effect upon soybean crushers were considered and rejected by USDA.

It is also apparently definite that the cottonseed package program will not be used as the means of making the support price effective for 1955. Under this program which has been in effect for the past several years, crushers agreed to pay not less than support price and CCC agreed to buy from them specified quantities of oil, meal and linters at set prices. As this is written, USDA is considering alternatives to the packaging program. It still seems to be recognized that a loan and purchase agreement program alone will not provide effective price support for cottonseed. One alternative which at the moment is receiving most serious consideration is a proposal to offer an agreement to crushers under which they would pay not less than support for cottonseed and CCC would agree to buy the seed from the crusher at support price plus an allowance for transportation and handling. This would certainly answer the question of the cooperative mills regarding financing and should provide an effective support price to the farmers. Indications are that it would prove acceptable to the crushers. In fact, some officials think it would be more favorable for the crushers than the present package program. Crushers could turn the seed to CCC at any time that the market prices for products did not warrant crushing. Since the seed is not storable and

can not be economically moved for any distance the crusher turning the cottonseed to CCC under this plan would be in a most favorable position to toll crush it at a good margin for CCC.

The day of decision on the cottonseed question may be postponed for a few more months by simply announcing a support price level and leaving the decision as to how to implement it to be made after more is known about 1955 U. S. oil and fat production.

Congressional hearings continue on legislation to restore rigid 90 percent of parity supports to basis crops. While there has naturally been some divergence of opinions in testimony presented at the hearings by various individuals and farm groups, the flexible supports have received strong and effective backing. There seem to be some doubts as to whether the proponents of rigid 90 percent supports are putting full steam into the present drive to make them effective for 1956. It seems entirely possible that the present efforts may be intended as a means to reach another compromise whereby some higher minimum might be obtained under the flexible system. Under present legislation the minimum drops to 75 percent of parity beginning with the 1956 crops.

The strategy being followed by the proponents of high rigid supports might be to await some further important declines in farm prices and to mount a really serious drive for high supports in the 1956 election year when much more political capital can be realized.

— ★ —

The appointment of Lewis D. Jordan as its representative in Washington, D. C., Maryland, Virginia, North and South Carolina was announced recently by Magnus, Mabee & Reynard, Inc., New York. He is to work under the supervision of J. W. Felton, Jr., assistant vice-president and manager of the MM&R southern sales division. Mr. Jordan makes his headquarters in Richmond.

# NONIONIC DETERGENTS . . .

**New methods described for estimation of molecular weight and/or ethylene oxide chain lengths of nonionics**

**By J. V. Karabinos, J. J. Hazdra and G. E. Kapella,** Blockson Chemical Co.

**I**N a recent article (1) the qualitative characterization of detergents, particularly of the nonionic type was described. However once a detergent or emulsifier is classified as a nonionic it becomes of especial interest to ascertain if possible the length of the hydrophilic polyoxyethylene chain. This paper describes a number of methods for the estimation of molecular weight and/or ethylene oxide chain length of nonionic detergents, including the direct use of cloud point, and melting point depression of camphor by the Rast method.

However, a number of procedures have been previously adapted to this problem. For example if the product is water soluble one may infer that the proportion of hydrophobic to hydrophilic units is roughly 1:2 by weight or two-thirds of an ethylene oxide unit is required for each carbon atom in the hydrophobic chain for optimum detergency. (2) Where the nonionic is of the ester type, such as with the tall oil-ethylene oxide condensates, the average number of ethylene oxide units may be determined by saponifying (3,4) the ester with alkali in diethylene glycol and calculating the chain length from the saponification equivalent. However with the ether or thioether type this method is not applicable. Another useful method of analysis where the structure of the hydrophobic group is known with certainty is to determine the carbon content of the nonionic since additional ethylene

oxide units lower the percent of carbon to a measurable extent. For example, in the above mentioned tall oil ester (4) it was found that a nonionic condensed with 10 moles of ethylene oxide gave a calculated value of 63.7 percent carbon whereas one with 14 ethenoxy units had a carbon content of 61.9 percent. Although these differences are readily discernible experimentally, the exact composition of the hydrophobic group is not always known. Another method mentioned in the above reference, with an unsaturated hydrophobic group, is by application of the iodine titration to ascertain molecular weight from

which the ethenoxy chain length may also be calculated. Although this method proved to be applicable to the tall oil nonionic, (4) since the iodine number of the tall oil was known, it suffers the same limitations.

Still another method limited to water soluble detergents involves determination of the cloud point of a one percent aqueous solution. Figure 1 illustrates the variation in cloud point of various types of nonionics with the weight ratio of ethylene oxide to the hydrophobic group. Apparently the longer hydrophilic chain length is solvated to a greater degree requiring a higher tempera-

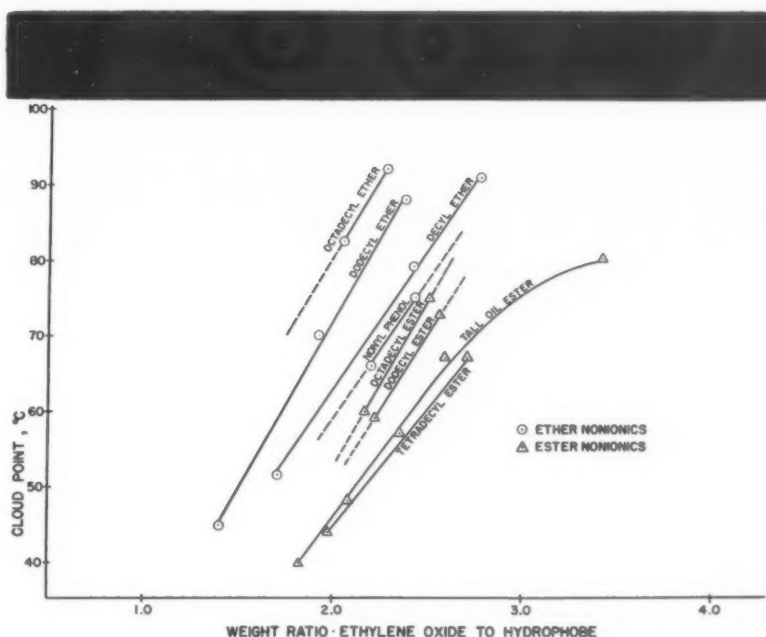


TABLE I. Molecular Weights of Hydrophobic Groups

Common Hydrophobic Groups	Molecular Weight
Tall oil	289
Oleic acid	282
Tridecyl alcohol	200
Octadecyl alcohol	270
Dodecyl thioalcohol	202
Nonyl phenol	220

ture to dispossess the hydrates and render the nonionic insoluble in water. It becomes evident that this method would have limited application in a narrow ethenoxy substitution range provided the nature of the hydrophobic group is known.

The method possesses certain usefulness particularly in control analysis during the synthesis of known nonionic detergents.

On the basis of these experiments it seemed desirable to apply some simple technique to the determination of the weight of a nonionic and by subtracting an empirical number for the average molecular weight of the hydrophobic group thereby obtain the ethylene oxide content. For the purpose the molecular weights of the common hydrophobic groups are listed in Table I.

It would appear, therefore, that an empirical value of 245 would represent an average weight for most common nonionic hydrophobic radicals and use of this value would give at the most an error of one ethylene oxide unit. However, by application of the classification tests one could, for example, determine whether the nonionic was an alkyl phenol or tall oil nonionic and thereby subtract a more appropriate value for the molecular weight of the hydrophobe using Table I.

With this in mind the molecular weights of a variety of nonionic detergents synthesized in our laboratory (2,3,4,5) were determined by the Rast method (6), namely by determining the melting point depression of camphor caused by the nonionic. From the molecular weight obtained the empirical

value of 245 was subtracted, if the character of the hydrophobic group was unknown, and the difference was divided by 44, the molecular weight of ethylene oxide, to give the number of ethenoxy units in the detergent. Table II gives the results of a number of determinations on nonionics of known composition by the Rast method.

From the comparative figures in Table II it would appear that this simple method would be useful for the analysis of the ethylene oxide content of nonionic detergents in cases where an error of one or two ethenoxy units is permissible. In actual practice the results are within the same limits of accuracy as those obtained by saponification, equivalent carbon content or even iodine number. However, the Rast method loses its utility as do the other methods as the molecular weight of the ethylene oxide condensation products increases beyond 12-15 hundred.

red. However, most nonionic detergents fall within the effective range and hence the melting-point method is applicable to these.

### Procedure

THE weight of a small clean test tube (eight x 50 mm.) is accurately determined. Approximately 50 mg. of the nonionic and 0.5 g. of camphor are weighed accurately in the tube and melted quickly by a low flame to a clear liquid. Care should be taken to avoid overheating and loss of the camphor by sublimation. After being cooled the contents of the tube are transferred to a clean watch glass and the melting point determined in a capillary tube simultaneously with that of the original camphor. Care should be taken to use only a small quantity of each material and that tightly packed. The melting points are recorded at the point at which the material becomes completely liquid and use of a thermometer with 0.2° graduations is desirable. The difference in the melting point of the mixture and camphor is taken as the depression ( $\Delta$ ) and the molecular weight is calculated by the formula:

$$M = \frac{39.7 \times w \times 1000}{\Delta \times W}$$

where  $w$  is the weight of detergent  
(Turn to Page 114)

TABLE II. Determination of Molecular Weights of Nonionic Detergents by the Rast Method

Hydrophobic Group	Number of Ethenoxy Units	Calculated Molecular Weight	$\Delta$	Molecular Weight Obtained
Pelargonic ester	6	423	8.6	396
Lauric ester	8	552	5.6	550
Stearic ester	12	812	4.6	855
Hydroxystearic ester	6	564	7.6	600
Hydroxystearic ester	30	1620	3.0	1405
Decyl ether	6.12	427	13.6	400
Lauryl ether	5.88	443	7.8	406
Octadecyl ether	8.17	630	5.0	593
Octadecyl ether	14	886	4.6	880
Nonyl phenol	8	572	10.2	520
Nonyl phenol	11	704	7.0	700
Tall oil ester	1.86	372	11.6	369
Tall oil ester	8.75	675	5.8	634
Tall oil ester	13.5	885	3.8	886



# Perfuming of TOILET SOAPS

## PART III

By F. V. Wells\*

FORMULATION may be based on the imitation of a floral perfume, another soap perfume, a handkerchief extract or a cosmetic perfume. Henri Robert (6) has already shown how the theme of violet can be carried out in an alcoholic extract, a cheaper extract, a cream perfume, a powder perfume and a soap perfume. Thus, in the soap perfume, he uses bois de rose instead of bergamot and the aliphatic aldehydes; geranium oil in place of rhodinol; cananga oil in place of ylang-ylang; orris resin in place of reseda absolute and irone; benzoin in place of ambergris and civet tinctures; and soap grade ionone and methyl ionone instead of the more expensive fine perfumery grades.

Starting with the idea of compounding an inexpensive gardenia for soaps, the writer looked up various published formulae, examined with some care the odor of a gardenia flower, and then did a little "paper work." With a basic formula prepared, he began to compound a short series of samples, modifying by organoleptic tests as each sample neared completion. One that subsequently stood up very well in soap follows:

### Gardenia for Soaps

Styrallyl acetate .....	6
Indole .....	0.5
Bois de rose oil .....	5
Benzyl acetate .....	8
Benzyl alcohol .....	6

\*Editor of *Soap, Perfumery & Cosmetics*, London. Mr. Wells is also a consultant perfumer.

Amyl cinnamic aldehyde .....	4.5
Bergamot oil, art .....	5
Isoeugenol .....	3
Methyl paracresol .....	1
Methyl acetophenone .....	3
Heliotropin .....	10
Dimethyl benzyl carbinol .....	4
Ylang-ylang, art .....	3
Phenylethyl alcohol .....	8
Diphenyl oxide .....	1.5
Bromstyrole .....	2
Petitgrain oil, Paraguay .....	7
Methyl anthranilate .....	3
Nerolin (bromelia) .....	1.5
Dimethyl hydroquinone .....	2
Styrax R. ....	5
Terpineol .....	11

100

Parts by volume for liquids and by weight for solids. This formula has at least the merit of a good yield in soap and little tendency to discolor coupled with a clean floral odor of gardenia type. As far as the writer can judge, it has few ingredients that do not contribute satisfactorily to the main odor.

### Matching Perfumes

THE other important aspect of soap perfume compounding is the matching of a competitive soap perfume. In this case the soap firm supplies a cake of toilet soap made by a competitive firm with the request that the perfumer produce a blend of similar character, but better if possible, or one that could be used in a white soap instead of the original colored base.

The first tests involve one's initial impression of the color of the cake and its odor, and the odor of

the wrappings (which may have preferentially absorbed some of the perfume's ingredients.) Another aid to recognition is provided by an alcoholic solution of the perfume, prepared by shaking up fine shavings of a portion of the soap with alcohol; in this case the container should be sealed and re-examined after having been left, with occasional shaking, for several days. A still more useful technique is to smell the lather given by the rest of the cake in hot and cold water.

Jellinek refers to the matching of soap perfumes as "difficult and unrewarding". Difficult it is, but the writer cannot subscribe to the view that it is unrewarding. It is, in fact, a most congenial, stimulating and enlightening task, always provided that the example flattered in this way by imitation is itself a novelty and worthy of whatever olfactory-detective skill one possesses. After all, the entire history of perfumes is replete with new creations that are merely ingenious variations on the old, and no soap perfumer is likely to equal or improve on an existing perfume unless he adds something to it from his own personal repertoire. Skillful imitation is in this respect the high-road to creative innovation.

The difficulties of matching soap perfumes are all too obvious. My technique is to smell the soap and its wrappings as well, as the soap lather in hot and cold water, and an alcoholic extract. Other per-

fumers may prefer to smell the soap ground to a powder, under a protective layer of cotton wool; a sliced sample warmed in a water-bath under a watch glass; or even an ether extract of the powdered soap. Cutting the soap cake to expose a fresh surface is naturally helpful in the detection of the more volatile constituents. As for the rest, the perfumer must have a trained nose and a good odor memory. Nor is it sufficient for him to be able to remember the odors in a state of isolation and concentration: he must be able to recognize them in a diluted form and as they actually occur *in soap* after standing for some months or even years. That this is no easy task will be quite readily apparent when one thinks of the many possible reactions that may take place in the perfume after it has been incorporated in soap. Atmospheric oxidation involving, for example, the production of a vanilla note whereas the original perfume contained only isoeugenol, is merely one example of the many changes and odor-modifications that have to be reckoned with. Phenolic bodies, esters and aldehydes are particularly prone to such changes and, in order to arrive at the effect of, say one per cent of such materials in the original soap, it may be necessary for the perfumer to include three or four per cent in his "copy".

To aid his memory, the perfumer new to this branch of work is advised to prepare a "library" of different known formulae, made up into small soap cakes containing one per cent each of perfume. By browsing over these in spare moments, he will be able to train his memory to recognize the exact quality of change and fading that occurs with each type of perfume. As he becomes more familiar with the basic phenomena, so will the necessity for him to refer constantly to his samples diminish, except in the case of testing out new raw materials or unusual combinations of raw materials. A quick and comprehensive odor-memory is essential in this branch of perfumery work.

Exact imitations are virtually impossible to devise and, in any case, are not normally desirable. Nevertheless, some very pleasant perfumes may be produced by a "free rendering", on personal lines, rather than an attempted close imitation, of such excellent models as Coty's L'Aimant, the Mysore Government's Sandalwood, Morny's French Fern, Wolff's Kaloderma and Gahn's Dalecarlia and Christl soaps. These are given merely as examples: the list could doubtless be made lengthier and even more impressive, especially by the inclusion of some of the really high-priced luxury soaps.

For further helpful information on the matching of perfumes generally the reader should refer to Hugo Collumbien's excellent essay on "Imitation in Perfumery." (1)

### Psychological Approach

THE Psychological Approach to soap perfume compounding should take precedence over all other factors. According to Henri Robert (6) it should concentrate on the pleasantness, elegance and originality of the perfume. With this I agree, but in doing so I would like to take the argument a little farther. Mere pleasantness, in my view, ought not to be considered good enough—yet there is a growing tendency, especially among the larger, international soap concerns, to popularize soaps with a merely "pleasant" odor and to avoid anything that might be considered striking or distinguished. Novelty is definitely in abeyance. What are the reasons for this? In my submission they are deep-seated and somewhat complex. In the first place, there is a modern fetish for 100 per cent personal deodorization. The U. S. A. in particular has swung well away from the rather crude but not unnatural point of view expressed by the dancehall heroine of one of Carl Van Vechten's novels, who, when asked what perfume she was using, replied: "Coty? No. me." Nobody, nowadays, is expected to have any sort of personal odor. All types of

B. O., except perhaps the odor of a newly-washed baby, is reckoned to be offensive. Chlorophyll preparations and personal and household deodorants play incessant variations on the same theme. Even Mr. Kilmer, in the excellent article referred to earlier is loud in praise of "clean" odors. They are identified with terpineol, citronella, lemon-grass and all the cold, Cologne-y types of odor made popular by the welcome change in disinfectant fashions. Warm, vibrant, spicy and ambered bouquets are no longer quite respectable in the modern world of white soaps and deodorants.

This particular social taboo is not the only factor, however, in the decline of soap perfumery as an art. There are others, including some of still greater significance. Firstly, there is the publicity-conditioned popularity of white toilet soaps which, as every perfumer knows, sets very definite limits on his versatility and freedom of choice. The late Felix Cohn bewailed the fact as long ago as 1934. Secondly, one has to contend with the now fabulously high prices of many of the floral absolutes, concretes and essential oils that were once quite widely used in soaps. Thirdly, one is confronted with the problem of the lowest common denominator—the attempt, as in radio and television programs, to appeal simultaneously to the greatest number of people. So far as the policy of the larger soapmakers is concerned, this last factor must obviously eclipse all others in importance: they are virtually forced to sacrifice all extraneous considerations in one constant and sustained attempt to steer a successful middle course. Hence the introduction of the vaguely floral perfume, quite undistinguished in character but pleasant, clean, stable in white soaps and calculated not to offend the majority of potential consumers, whether male or female, white or colored.

Unfortunately, this fashion for uniformity tends to filter down even

(Turn to Page 114)

# Selecting Perfuming Materials

Pros and cons of perfume specialties discussed  
at first open symposium of American Society of  
Perfumers. Panel on soap and aerosol perfuming

**P**ERFUMING of soap and aerosols, as well as other toiletries and cosmetics, and pros and cons on the "Uses of Specialties in Perfume Creations" were the topics discussed at the first open symposium of the American Society of Perfumers, held March 16, at the Advertising Club, New York. Approximately 230 persons attended the late afternoon program and reception and dinner that followed.

Dr. Arthur L. Fox, director of the research department of Colgate-Palmolive Co., Jersey City, N. J., argued against the use of compounds and specialties by large companies, while Serge J. J. Lakhovsky of Coty, Inc., New York, took the affirmative side of the question. Frazier V. Sinclair, publisher of *Drug & Cosmetic Industry* and *Beauty Fashion* magazines, was moderator for the panel on specialties, which occupied the first hour of the meeting. Mr. Sinclair also introduced the participants in the round-table conference, during the second hour of the meeting. The subject for round-table discussion was "Problems Involved in the Adaptation of a Fragrance to a Complete Toiletries Lines."

The meeting was opened by Ernest Shiftan of van Ameringen-Haebler, Inc., New York, president of the American Society of Perfumers. Following Mr. Shiftan's address of welcome, Dr. Oliver L. Marton of Shulton, Inc., Clifton, N. J., and program chairman, made the opening remarks.

Participants in the round table conference on adapting a fragrance to an entire line of toiletries

included: Dr. Oliver L. Marton; J. Roger Elliott, New York consulting perfumer, Christian F. Wight, van Ameringen-Haebler, Inc., J. George Fiedler, Kelton Cosmetic Co., Brooklyn; Everett D. Kilmer, Lever Brothers Co., New York, and Victor Di Giacomo, Givaudan-Delawanna, Inc., New York.

Dr. Fox based his opposition to the use of compounds by large companies on five points. Although his paper was mostly devoted to compounds, he did say that the arguments against the use of compounds apply equally to specialties. He explained, however, that the "reward in end fragrance for using outstanding specialties is so much greater than for the use of compounds that one is justified in taking somewhat greater risks." For this reason Dr. Fox stated that his convictions regarding specialties are not as firm as they are against the use of compounds.

A specialty was defined by the moderator as "a basic composi-

tion of aromatic materials which is unique in its capacity to impart a particular element of fragrance." A compound was described as "a finished perfume oil concentrate which can be used for any product for which it is made (such as perfume, toilet water, soaps, creams, powders, etc.)."

Mr. Fox suggested modifying the definition of specialty to add that it is usually the result of a patented or secret process, or is itself a patented product. "It may originate by a special process of extraction, concentration or purification, or it may originate in an entirely unique chemical process. Usually it is less complex, chemically, than a compound," Dr. Fox pointed out.

As for compounds, Dr. Fox made this comment on Mr. Sinclair's definition: "Whereas his definition of a compound does cover many compounds, many others are only partially completed perfumes and are normally used as components of final perfumes developed by perfumers. It is the latter type of compound to which I take particular exception. Furthermore, there is a very hazy dividing line between compounds and specialties," according to Dr. Fox.

A summary of his reasons for avoiding use of compounds which are not of themselves finished perfumes were: 1.) If compounds are used, they are introduced into the final perfumes as unknown components whose compatibility with the components of the material being perfumed is not known. This

(Turn to Page 79)

Dr. Arthur L. Fox



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# Packaging NOTES

## Gair Votes to Expand

Directors of Robert Gair Co., New York, have approved agreements under which the company will acquire Southern Advance Bag & Paper Co., Boston, and Great Southern Box Co., New Orleans, it was announced Mar. 2, by George E. Dyke, Gair president. Both agreements, on which stock holders will vote at Gair's annual meeting in New York April 21 provide for an exchange of Gair stock for the shares of the companies it will acquire. Each agreement is subject also to approval by stockholders of the company being acquired.

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## Packaging Show Apr. 18-21

More than 30,000 persons concerned with packaging are expected to attend the 24th National Packaging Exposition and Conference to be held in Chicago Apr. 18-21. Exhibits of packaging equipment, materials and related lines will be shown in Chicago's International Amphitheatre April 18-21. The Packaging Conference will run for three days at the Palmer House Hotel, Apr. 18-20. Both events are sponsored by the American Management Assn.

Morning and afternoon sessions have been set for the conference and include such topics as integrating packaging with warehousing and materials handling problems; packaging a multi-product line efficiently; what equipment is needed to test packaging; what the package must do in the food supermarket; new marketing demands in the packaging of drugs, toiletries and cosmetics; cost reduction methods in industrial packaging; how to pack and handle bulky materials; efficient utilization of packaging machinery; know your packaging materials.

This year's conference is built around three major concepts: 1.) packagers must re-evaluate their packages and packing methods to keep up with the changing consumer



A distinctive "Red-S" trademark label will identify new steel drums produced by member companies of the Steel Shipping Container Institute, New York, which represents over 95 percent of the production volume of the entire industry. The new "Red-S" label is part of a long range program to stimulate increased industrial use of new steel containers for sales appeal and for best product protection.

market and methods of distribution; 2.) industrial producers must survey their shipping methods and unit packs to conform with the needs of the customer, and 3.) manufacturers of packaging machinery must study and act upon the requirements of new packaging materials and new kinds of packages in order to serve industry better.

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## Committee D-10 Meets

Committee D-10 on shipping containers of the American Society for Testing Materials will meet April 21 and 22 at Forest Products Laboratories, Madison, Wis., it was announced recently.

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## Acquires Coast Box Firm

Acquisition of a substantial interest in Fleischhacker Paper Box Co., San Francisco, by Lord Baltimore Press, Inc., Baltimore, was announced recently. Mortimer Fleischhacker, Jr., continues as president of the west coast concern, and Richard E. Wheeler remains as vice-president and general manager. Leonard Dalsemer, executive vice-president of Lord Baltimore Press,

will also hold the same post with Fleischhacker.

Fleischhacker operates a complete box making plant in San Leandro, Calif., which it opened in 1954. The company was formed in 1880.

Lord Baltimore Press, founded in 1875, is one of the top 12 concerns in its industry. It is active in three fields of graphic arts reproduction: letterpress, lithography and gravure.

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## Polyethylene Bottle Coat

"A-C" polyethylene as an inside and outside coating for glass bottles is recommended by Semet-Solvay Petrochemical Division, Allied Chemical & Dye Corp., 40 Rector Street, New York. Emulsifiable polyethylene is said to form a transparent film which does not impair the clarity of the glass bottle. It can be applied from a water system and can therefore be sprayed on either or both the inside and outside of irregularly shaped containers. Additional information can be obtained from the division.

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## Advances Branch Heads

Two branch managers of Package Machinery Co., East Longmeadow, Mass., have been advanced to new positions, effective April 1, according to an announcement by Lewis A. Curtis, general sales manager. William H. Keil, former Chicago branch manager, becomes Western regional sales manager, supervising the firm's new Cleveland office in addition to its offices in Chicago and Minneapolis. William J. Maybury, Jr., who served in the company's Chicago office, now assumes managership of the Cleveland office.

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## Paint for Reuse Cartons

A special tan paint designed for the painting of corrugated cartons for reuse was introduced recently by Luminall Paints, Division of National Chemical & Manufacturing Co., Chicago. In addition to painting of used cartons the carton paint can be used also to cover up

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A leading midwestern company had a *real* packaging problem. Not only did they want bottles with more "shelf appeal"; the design had to be changed to get greater efficiency from new high-speed production lines. Ball was asked to solve the problem, and *did!* The new bottle developed by Ball designers and technical specialists was such a big hit that they were asked to redesign four additional bottles. Now Ball is completing the big job of modernizing the manufacturer's *entire* line of glass containers . . . Another instance where it paid to "call BALL first of all."

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mistakes in shipping information, etc. It is water-resistant and dries to permanent finish in 20 minutes, is said to have no paint odor and to be nonflammable. The product comes ready to apply with brush or roller. For mass production line repainting of cartons a paint sprayer is suggested. Price per gallon varies from \$5.19 to \$5.35, depending on freight zone. Special colors are available for promotional use. Further information can be obtained by writing to Car-tan, Luminal Paints, Chicago 9, Ill.

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### **Greenway Heads Box Assn.**

Norman F. Greenway, senior vice-president in charge of the folding cartons division of Robert Gair Co., New York, has been elected president of the Folding Paper Box Association of America, at the group's 22nd annual meeting held recently in Chicago.

Elected to the executive committee of the trade association were: Leo H. Schoenhofen, senior vice-president, Container Corp. of America, Chicago; John V. Manners, president, Paperbox Corp., Oakland, Calif.; Del A. Forsberg, president, Forsberg Paper Box Corp., Madison, Wis.; James N. Andrews, vice-president, Ohio Boxboard Co., Rittman, O.; Leonard Dalsemer, executive vice-president, Lord Baltimore Press, Inc., New York; William H. Walters, president, U. S. Printing & Lithographing Co., New York.

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### **New Aerosol Shampoo**

Powr-Pak, Inc., Bridgeport, Conn., introduced a new synthetic detergent shampoo recently designed for private label packaging in aerosol cans. The product is said to be non-irritating and non-corrosive.

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### **Cuban Plant for Glass Co.**

Owens-Illinois Glass Co., Toledo, O., has acquired a 148-acre site 20 miles southeast of Havana, Cuba, for the purpose of constructing a plant to supply glassware for the Cuban market. The plant is to be operated by a newly formed Cuban company.

## **Criticizes Detergent Packages**

ROBERT Sidney Dickens, New York industrial package designer, does not have a very high regard for the designs of household detergent packages. Speaking at the recent Chicago convention of the Gravure Technical Association, Mr. Dickens was asked from the floor what he thought of detergent package designs.

"They're lousy and they stink" was his response. Detergent cartons, he said, "are a horrible example" of the trend to use plenty of color in packaging. In that respect, he admitted, they are outstandingly successful. But otherwise, he added, they lack any indication of appreciation of another trend under way, favoring design of cartons with high artistic standards and in good taste. He also commented on the practice of creating "three-letter words" to name the product. "They're trying now to find some two-letter words," he said, "because, as you all know, they can't use any of those little four-letter words."

In his talk on "Packaging Trends For the Future" Mr. Dickens discussed the growing interest in package designs which convey the impression that the material in the package is a quality product. Taste standards are rising, he said, and it is hard for the package designer to keep up. But the evidence of this change is visible on every hand, from automobiles to articles sold in syndicate stores. Industrialists see the improvement in package design and they recognize its competitive value. More and more they are showing their willingness to buy quality in packaging, he asserted. "In fact," he said, "they are beginning to refuse to take anything else."

In his talk Mr. Dickens referred to his own work in designing the "Dial" soap packaging for Armour & Co., Chicago. It is not generally known, he said, that this product is offered in 25 different

size packages to serve different purposes in drug, supermart and other varied outlets.

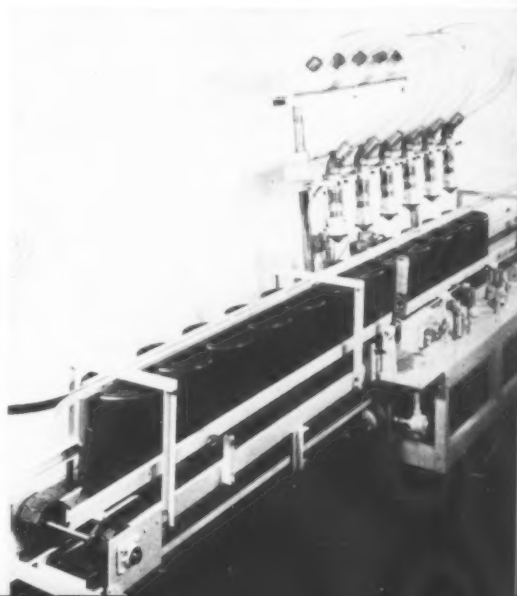
Manufacturers, he said, fail to recognize that their carton designs may be out of step with modern thinking and merchandising methods; that the packages are obsolete and in need of drastic change.

Just a few years ago, he said, it was considered that a package design, once created and in use, must be maintained for all time. To change the design was unthinkable. Today's packages, on the other hand, are designed to meet new needs, new desires, new market demands, new merchandising methods, and the carton user must recognize this, must be willing to make changes, he stressed. Otherwise, he declared, the manufacturer will find himself out-of-step, falling behind and becoming a back number in the competition for markets.

—★—

### **Perl Machine Offers Filler**

A new automatic machine for five-gallon round or blitz cans was introduced recently by Perl Machine Manufacturing Co., Brooklyn, N. Y. The unit has a capacity of 1200 five-gallon cans per hour which it maintains even when handling viscous materials. It operates by pressure and vacuum. During actual filling the cans come to a complete standstill, which eliminates needless agitation of the product and lessens risk of damage to spouts or containers.



# HOW Gair Package Analysis works for manufacturers

You, whose products already wear Gair cartons to market, may have noticed that our man asks more questions than the average.

What he's doing—and this is for you who haven't yet dealt with us, too—is gathering facts for a Gair Package Analysis.

Here's what Gair's Package Analysis Service does for you.

## WHAT IS IT?

Gair Package Analysis is a service designed to clarify the basic requirements of a successful carton for your product. It is performed for qualified manufacturers without obligation.

## WHAT DOES IT DO?

It uncovers the specific problems involved in packaging your product—current marketing situation, physical characteristics of your product, your packaging facilities, and your shipping and merchandising requirements.

## HOW DOES IT WORK?

We begin with specific product facts supplied by your own staff, checking these out against the broad experience of recognized marketing and merchandising experts. Our findings are then studied by Gair creative engineers. They draw up recommendations for the most practical carton material, structural and graphic design, printing and production technique for your specific packaging situation.

## RESULT

A carton that sells *and* protects your product, that fits both your packaging machinery and your pocketbook. Best of all you haven't wasted time or money in false starts on wrong tracks.

How can you take advantage of this service? Check your Gair representative today. He'll be glad to make a qualifying call at your convenience.



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**FOLDING CARTONS  
SHIPPING CONTAINERS • PAPERBOARD**

ROBERT GAIR COMPANY, INC. • 155 EAST 44TH STREET • NEW YORK 17, N. Y.

FC.5.1



# Best Folding Cartons...

Among the 100 best folding cartons in the 1955 competition sponsored by the Folding Paper Box Association of America

For combination of two packages of "Fab" and a can of "Ajax" scouring cleanser, Colgate-Palmolive Co., Jersey City, N. J., won three merit awards in the "soap," "new use" and "superiority of construction" classes. Waldorf Paper Products Co. was the boxmaker of the combination which judges said unitizes two products very difficult to package together — rectangular boxes and a round fibre can. Another remarkable feature: the unitizer is set-up, filled and fixed to the package on special automatic equipment. Boxmaker created and patented basic principle of structure.



Winner of the gravure merit award was Procter & Gamble's "Prell" shampoo, with boxes by Robert Gair Co., New York. Features include fast brand identity at point-of-sale and beautiful gravure printing on silver foil — a difficult medium on which to print.

"Pink Drett" of Procter & Gamble, with box by Bartgis Brothers Co., won merit award in soap class. To appeal to feminine consumer, carton has been kept simple in design, with minimum of sales copy on front panel. Area of soft pink on carton was developed to harmonize with color of the detergent. Seal End with double Van Buren ears prevents sifting.



An aerosol product won the cosmetics merit award. "Foam Shave" of Mennen Co., Morristown, N. J., in Nevins Box Company's "handsome carrier for two cans" of aerosol lather shave "stimulates impulse sales of... 'every-day' product as a gift item," judges said. Special locking device prevents cans from shaking out and guards against pilfering. Rigid carton construction protects product in shipment.



"Prell Shampoo" made by Procter & Gamble also won a merit award in the cosmetics class. Richardson Taylor Globe Corp. supplied the boxes of silver foil printed with transparent inks, excepting white. Each letter of brand name is printed in alternating blocks of medium and dark green, which adds prominence and gives eye appeal to carton.





## New Products

Counter display shippers for its paradichlorobenzene moth control products were announced recently by Click Chemical Co., Mount Vernon, N. Y. Plasti-Seal bags for coat hangers (left) hold 2 ounces of para. Two 7-ounce blocks of para coat hanger refills are wrapped in cellophane with pink diamond. Envelope for moth hanger carries red border design. Displays by Alpine Container Co., Paterson, N. J.

cloth. Kit comes in plastic envelope. Two match-case type packages of soap leaves and four sponges in case retail for around \$1.00. Distributor is Mauvel, Ltd., New York.

New aerosol insecticide which contains "Strobane" of B. F. Goodrich Chemical Co. and features pleasant end odor was announced early this month by Airkem, Inc., New York. New Airkem insecticide is packed in 12-ounce Crown can.

Another new addition to the Airkem, Inc., line of chemical specialties is "Adds" deodorant-detergent-sanitizer. Based on non-ionic type synthetic detergent, "Adds" is hard surface cleaner developed for "average cleaning problems." Available in one, five, 15, 30 and 55-gallon lined containers.

New "extra fluffy all" of Monsanto Chemical Co., St. Louis, is spray dried product that comes in two package sizes: 3 pounds to retail for 79 cents and 19 ounces to retail for 33 cents. Package is bright red, blue and yellow.

**Captions, facing page.**  
1. to r. top to bottom

New low-cost, anti-static compound in aerosol container for home use was marketed recently by Bigelow-Sanford Carpet Co., New York. 12-ounce can retails for about \$1.69.

Unusual packaging features new "Winchester Repeater" aerosol lather shave of Winchester Toiletries, a new unit of Olin-Mathieson Corp., New York. "Repeater" is packaged in red, simulated shot gun shell, which doubles as traveling case. Six-ounce aerosol container retails for \$1.00.

"Doravista Travel-Mate Kit" is combination of Dorin soap leaves and compressed cotton "sponges" that expand in water to form wash

New 21-ounce king size cleanser with bleach of Pal Products Mfg. Corp., Brooklyn, is now being marketed under "Pal-lo" trade name. Designed for institutional market, the per case price of 24 cans is \$2.20 fob Brooklyn plant. Price is 10 cents less per case when labels are supplied by sanitary supply distributors.

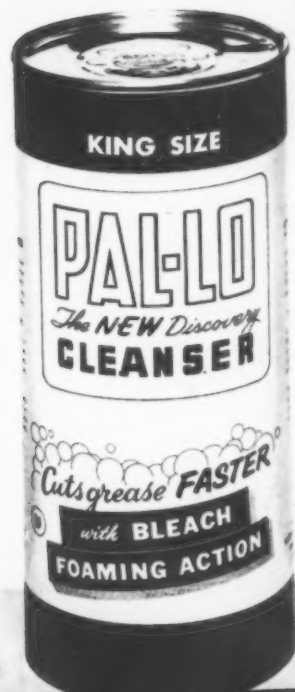
"Out" (below) new washroom fixture cleaner and disinfectant introduced recently by Associated Just Distributors, through Fuld Brothers, Inc., Baltimore. A liquid cleaner, blue in color, it is packed in half-gallon and gallon jugs.



Two other Click Chemical Co. moth products in counter display shippers are naphthalene moth balls and naphthalene flakes. Both in Plasti-Seal envelopes holding 10 ounces of product. Moth balls are in red and black design envelopes; flakes in black and green envelopes.

New setting for "Early American Old Spice Toilet Soap" of Shulton, Inc., New York, features simpler bolder designs. Bright accents of gold, white and geranium on muted blue and charcoal backgrounds give hand-painted quality. Box of three cakes retails for around \$1.25.





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# STOPS Moth Damage



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Protects Drapes  
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These are among the many impressive advantages of nationally advertised REAL-KILL MOTH PROOFER. Like today's other leading pressure products, it's packed in the Modern Design and seamless construction of SPRA-TAINER—world's

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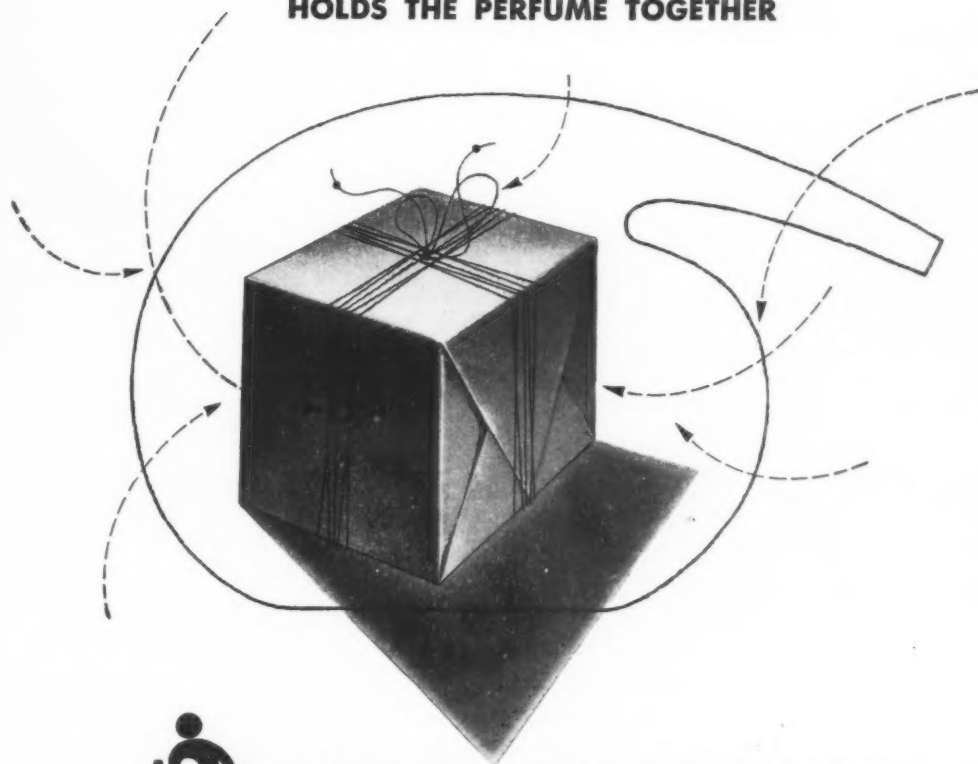
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new  
aromatic chemical  
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Does not discolor perfumes, creams, soaps, and  
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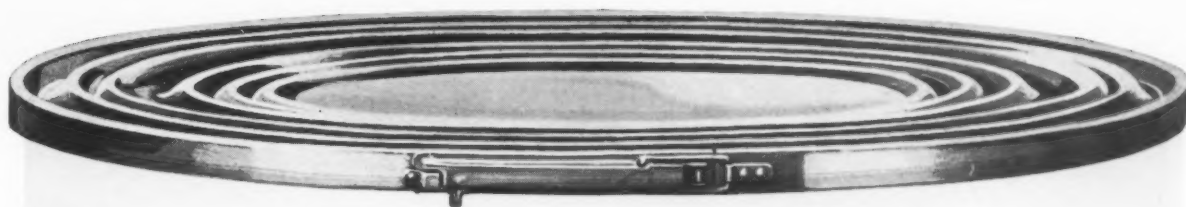


SPRAY



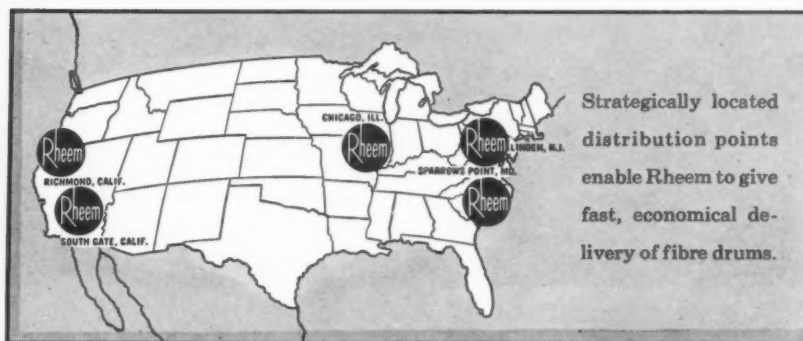
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SOAP and CHEMICAL SPECIALTIES



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From five strategic points, Rheem ships fibre drums to every part of the country. *Delivery dates are speeded and shipping costs are lower because shipping distances are shorter.*

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over America. And most of these shippers have found that Rheem Fibre Drums serve their needs *even better* than the costlier containers they used before.

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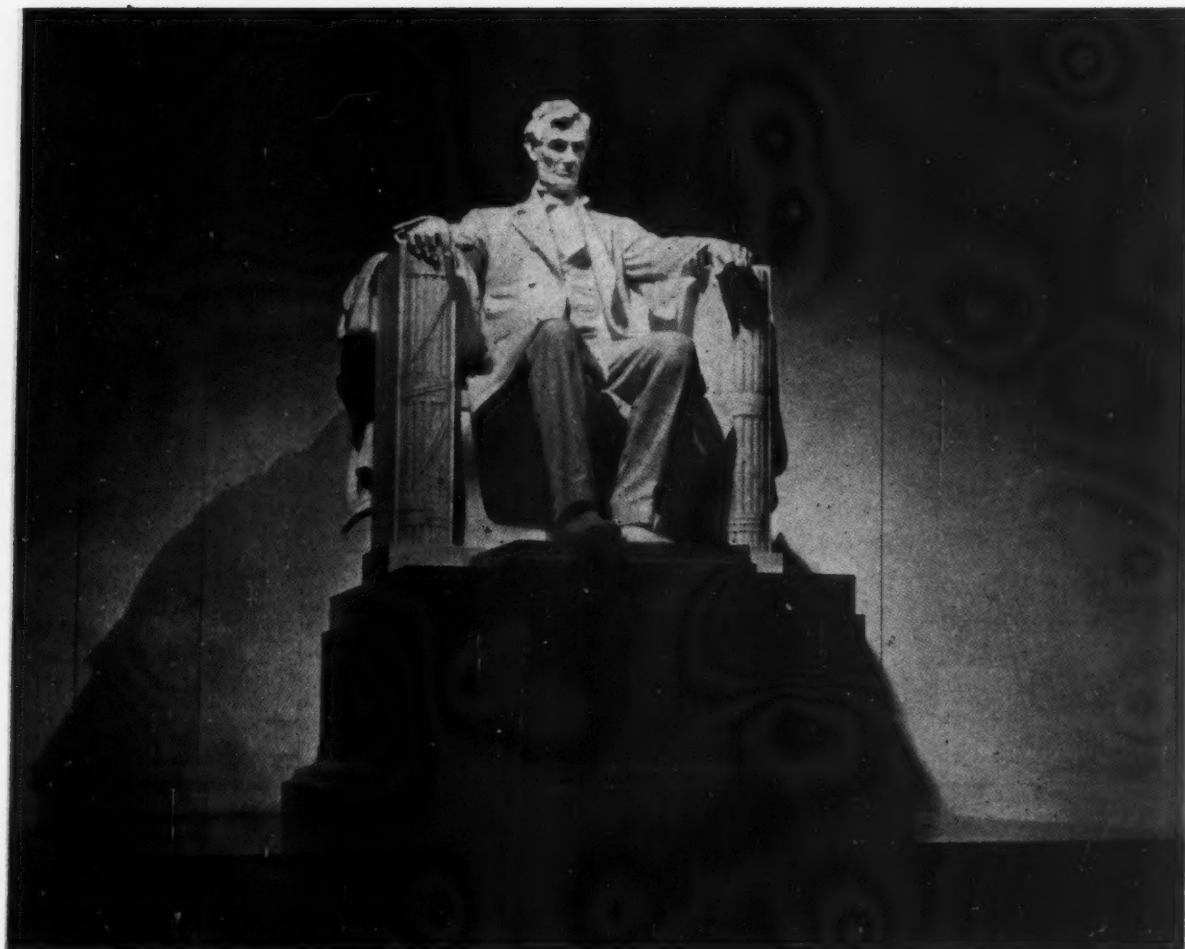
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Years ago, the paint maker would have been amazed if he had been shown samples of our GROCO 28 — ALKYD GRADE SOYA BEAN FATTY ACIDS and GROCO 281 — SPECIAL ALKYD GRADE SOYA BEAN FATTY ACIDS. He would have been amazed at the light color, the high iodine values, the uniform titre, the low unsaponifiable content.

Today, we take such quality products in stride because of the tremendous advances which have been made in the equipment which we use in the production of fatty acids. GROCO SOYA BEAN FATTY ACIDS are produced in stainless steel and aluminum processing equipment and their freedom from metallic contamination

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For full information, send for our new catalog "Fatty Acids In Modern Industry".

	GROCO 281 Special Alkyd Grade	GROCO 28 Alkyd Grade
Titre	23° — 27°C.	25° — 29°C.
Color 5¼" Lovibond Red	3 max.	1 — 3
Color 5¼" Lovibond Yellow	20 max.	8 — 20
Color Gardner 1933	4 max.	2 — 4
Color Gardner 1933 — after S. & W. Heat Test	7 max.	5 — 8
Unsaponifiable	1.5% max.	1.5% max.
Saponification Value	198 — 202	198 — 203
Acid Value	197 — 201	197 — 202
Iodine Value (WIJS)	135 — 145	125 — 135

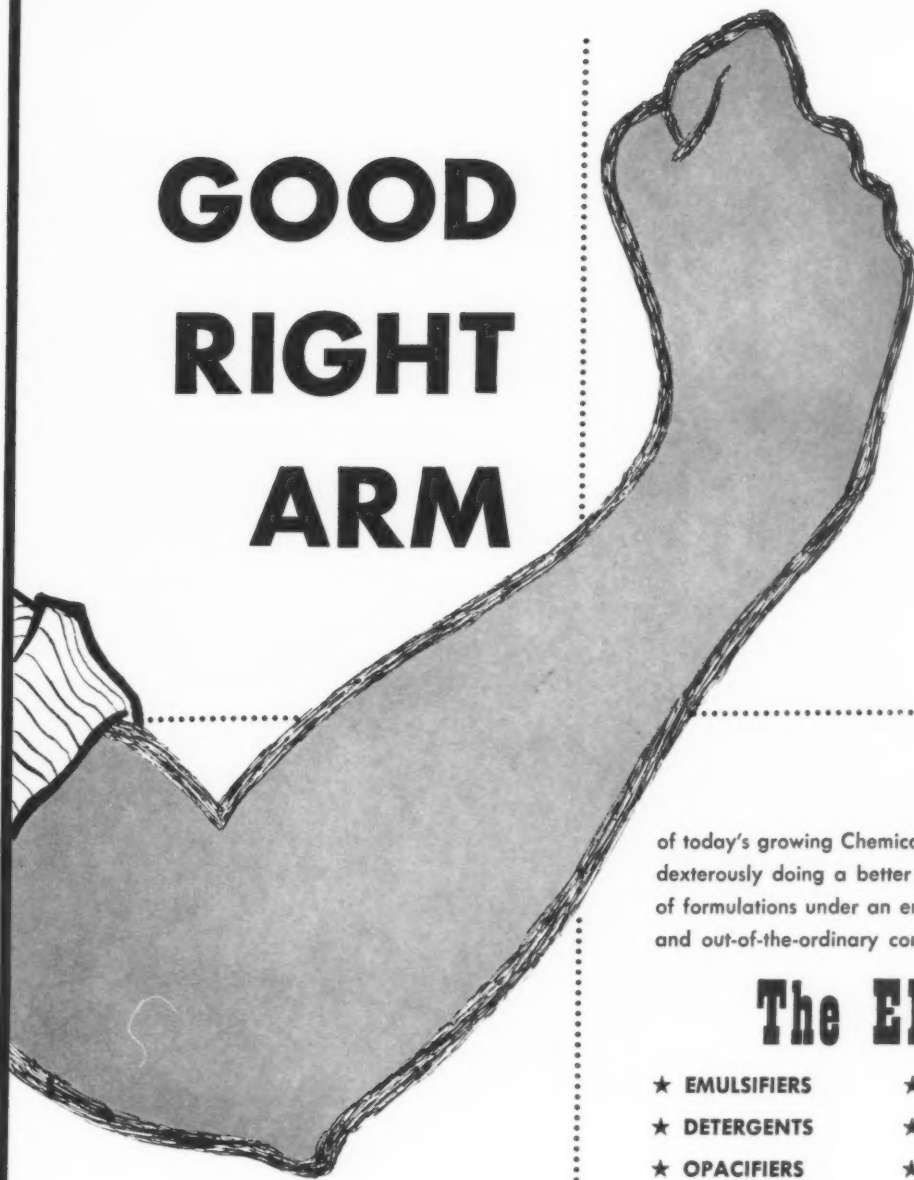
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Unless you've gotten the full details of these remarkably able materials, you haven't given the products you produce their greatest opportunity for success in the field.

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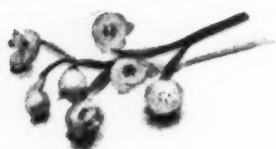
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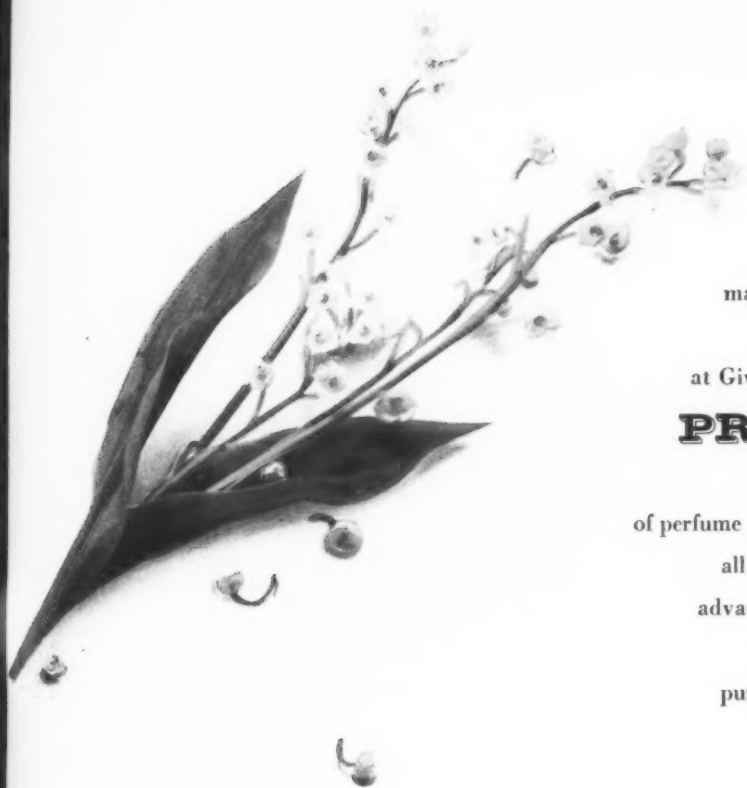


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Your exacting demands for fragrant materials are a constant challenge to Givaudan.

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## **PRIMARY PRODUCER**

As the world's largest manufacturer of perfume chemicals, and as primary producer of almost all important aromatic materials, Givaudan has advanced methods of control over its products...

assures consistently high standards of purity and olfactory quality... has an intimate

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In All Things Fragrant"

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| ★ Caustic potash        |                        |                       |
| ★ Potassium Carbonate   | ★ Silicate of soda     |                       |
| ★ Potassium Persulphate | ★ Silicate of potash   | ★ Coconut oil         |
| ★ Ammonium Persulphate  | ★ Trisodium phosphate  | ★ Coconut fatty acids |
| ★ Salt                  | ★ Metallic stearates   | ★ Cottonseed oil      |
| ★ Soda Ash              | ★ Synthetic detergents | ★ Red oil             |
| ★ Sodium Bicarbonate    | ★ Borax                | ★ Stearic acid        |
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# News

## Heads New Cowles Dept.

The formation of a new department of market development, headed by Robert V. Finch as man-



Robert V. Finch

ager, was announced recently by Cowles Chemical Co., Cleveland. In announcing the new department, C. C. Bassett, vice-president and director of sales for Cowles, stated that Mr. Finch's responsibilities would include sales correspondence, promotion, advertising, sales research, market studies and related activities.

Previously many of these staff functions were performed separately by Cowles' laundry, metal cleaner, food sanitation and heavy chemicals departments. They are now being coordinated for greater efficiency and effectiveness, and to free the department managers and sales managers for greater emphasis on sales supervision and training.

Mr. Finch has been with Cowles for nearly 18 years. Most recently he has served as manager of Cowles' laundry laboratory. He continues as technical advisor to their laundry sales department and as editor of Cowles *Laundry Tips*.

## New Liquid Nacconol

"Nacconol" SL in liquid form has recently been introduced by National Aniline Division of Allied Chemical & Dye Corp., New York. Among properties claimed for this

liquid detergent base are pleasant odor, low hazepoint, temperature stability, good foaming and emulsifying power, compatibility with anionics and non-ionics, and economy. Samples are available from National Aniline at 40 Rector Street, New York.

## Colgate Strike Settled

The strike affecting three soap plants of Colgate-Palmolive Co., Jersey City, N. J., since March 9 was ended March 28. Employees and company negotiators agreed on an eight and one half cent an hour wage increase. Originally workers had asked for an increase of 14 cents and the company had offered six cents. The compromise agreement was ratified on April 3.

## Would Ban Giveaways

Legislation to ban all types of "giveaways" including premium stamps, merchandise, and cash, by retail firms is being backed by the Colorado Pharmacal Association. The proposal is said to have won the support of the Colorado Retail Grocers and Meat Dealers Association and other state groups.

Max Brown, who last month was appointed director of sales for Fels & Co., Philadelphia, was formerly general sales manager. He has been with Fels & Co. since 1927. Mr. Brown is in charge of overall planning of advertising and sales.



## Hicks Pepsodent Vice-Pres.

The election of T. E. Hicks as marketing vice-president of the Pepsodent Division of Lever

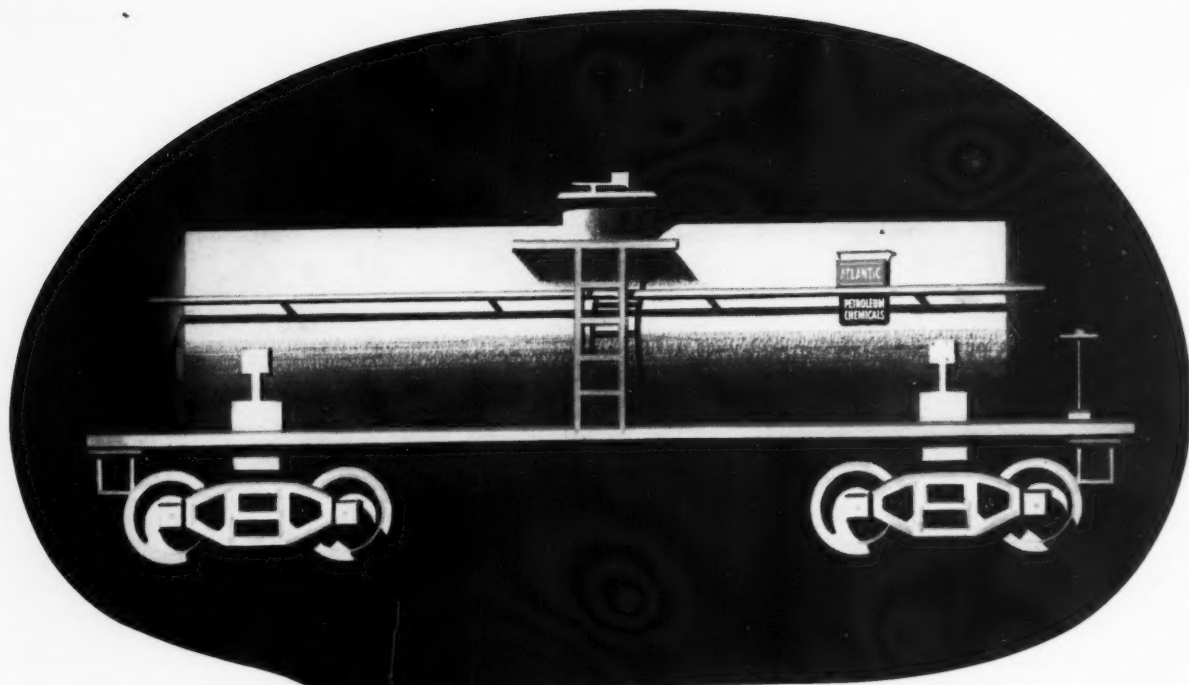


T. E. Hicks

Brothers Co., New York, was announced recently by William H. Burkhart, president. At one time Mr. Hicks was vice-president of Armour & Co., Chicago, and general manager of its pharmaceutical division. For the past year he has been associated with Julius Schmid, Inc., New York. Mr. Hicks began his career with Johnson & Johnson, eventually becoming vice-president and manager of salesmen as well as a director of the company. Later he was elected president of Personal Products Corp., a position he retained until he entered military service in 1942. He had four years of active duty with the Marines in the South Pacific.

## British Syndet Firm

Oronite Chemical Co., San Francisco, and British Petroleum Chemicals Ltd., have jointly formed a new company to manufacture alkylates in Britain, it was announced in London March 23. New premises are now being built at Grangemouth for the British company which will be known as Grange Chemicals, Ltd., Operations in Grangemouth are expected to start at the end of the year.



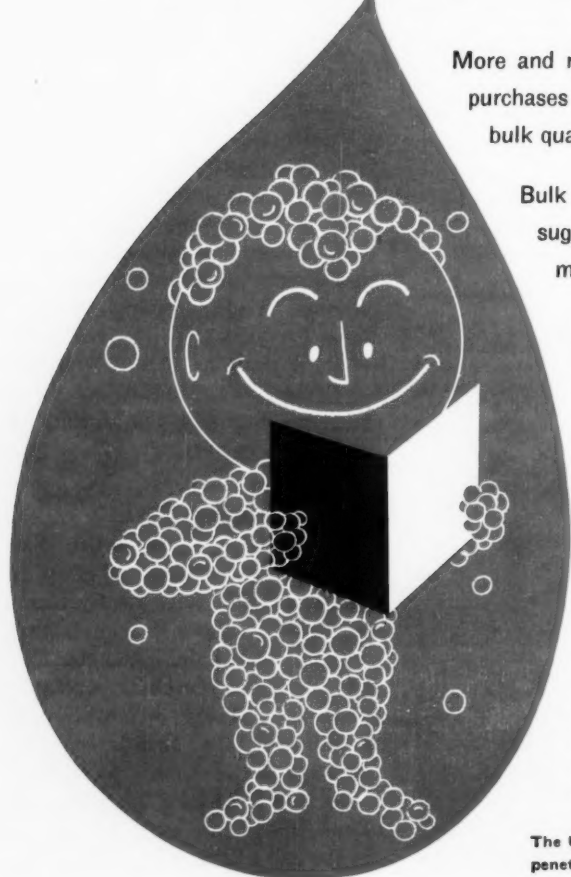
## HOW TO CUT COSTS ON DETERGENTS

More and more consumers are making substantial savings on their purchases of alkyl aryl sulfonates by specifying Atlantic Ultrawets in bulk quantities.

Bulk purchases call for storage facilities. Atlantic has developed suggestions to help you. They include alloys, coatings, equipment, piping layout, and estimated costs.

Atlantic is ready to offer on-the-spot assistance to help you with your bulk storage problems.

Write for information on your company letterhead regarding suggested bulk storage facilities for liquid Ultrawets. The Atlantic Refining Company, Dept. E-4, Chemical Products Sales, 260 S. Broad Street, Philadelphia 1, Pa.



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 In Europe: Atlantic Chemicals SAB,  
 Antwerp, Belgium

**The ULTRAWETS wet,  
 penetrate, clean, emulsify**



## CU Rates Detergents

Eleven brands of heavy duty detergents and seven brands of light duty detergents were tested by Consumers Union of U. S., Inc., Mount Vernon, N. Y., and the results are reported in the March issue of *Consumer Reports*. The heavy duty group was tested on cotton, nylon, and wool, the light group only on nylon and wool.

"Co-op Breakwater" of Co-op Stores and "Tide" of Procter & Gamble Co., Cincinnati, were the only two syndets rated very good for cotton. Nylon washing ability of the entire heavy duty group was rated as good or better than the light duty detergents. The latter group also gave excellent results on nylon with the exception of "Glim" by B. T. Babbitt, Inc., New York, which rated only fair. In tests on wool all of the heavy duty detergents and "Swel" of National Aniline Division, Allied Chemical & Dye Corp., New York, among the light duty group were judged excellent. The remaining light duty brands gave good results, except for "Glim", which rated fair. "Glim" was found also to produce more soil redeposition than any of the products tested, according to CR. The two "sudsless" brands "All" by Monsanto Chemical Co., St. Louis, and "Spin" of Economics Laboratory, Inc., Minneapolis, were placed at the bottom of the list with respect to cotton detergency by the CU tests.

The article quotes E. I. du Pont de Nemours & Co., Wilmington, Del., calling the heavy duty detergents safe also for the laundering of "Orlon" and "Dacron." However, the light duty products are recommended for white "Orlon" because it may become yellowed from repeated laundering in alkaline type heavy duty detergents.

— ★ —

## Suter in New Post

Harold R. Suter, previously with Wyandotte Chemicals Corp., Wyandotte, Mich., recently joined Catalytic Combustion Corp., Detroit. As vice-president in charge of research and development, he is re-

sponsible for new and special product applications and will be available for customer consultation in the new fields of air pollution control. Prior to joining Wyandotte, Mr. Suter was assistant professor of chemistry at the Detroit Institute of Technology.

— ★ —

## Stieler Joins Peck

L. E. "Les" Stieler, who has been selling the products of Peck's Products Co., St. Louis, Mo., as a sanitary supply distributor for the past five years, has joined the firm's organization, it was announced recently. Mr. Stieler will cover Peck's southeastern territory and will live in Atlanta, Ga. He started his sales career in the fine paper business and changed later to sanitary supplies and industrial packaging.

During World War II Mr. Stieler served for five years in the U. S. Army. After the war he settled in Chicago where he attended Northwestern University school of commerce.

## Pac. Borax Sales Meeting

Nearly 60 men attended the annual, week-long sales conference of the bulk sales department of Pacific Coast Borax Co., division of Borax Consolidated, Ltd., New York. The meeting, was held at Furnace Creek Inn in Death Valley, Calif. General chairman of the conference was J. F. Corkill, vice-presi-

## Investigate Detergents

The possible effect of low and high sudsing detergents and of soaps containing fluorescent whiteners on accepted washfastness test methods is currently being investigated by the Committee on Colorfastness to Washing of the American Association of Textile Chemists and Colorists. The association recently approved as official a series of accelerated washing tests developed by the committee.

— ★ —

## Gibbons a Senior VP

Francis A. Gibbons was elected senior vice-president at the March meeting of the board of directors of General Aniline & Film Corp., New York. With General Aniline for the past 25 years, Mr. Gibbons has been vice-president-finance and has previously served as treasurer and secretary of the corporation. In his new post he retains supervision of the firm's finances and will assist the president in the direction of operations.

dent, bulk sales. Guest speakers included G. J. Buerman, director of purchases, Ferro Corp., Cleveland, and K. D. Lozier, vice-president of St. Regis Paper Co., New York. The meeting was attended also by representatives of the agricultural sales division and the industrial and plant food divisions of Pacific Coast Borax Co.

K. D. Lozier

J. F. Corkill

G. J. Buerman



*When  
synthetic detergents  
do this . . . . .*

**it's time to add  
PQ<sup>®</sup> Sodium Silicates**

**N**ow, control of the corrosiveness of most synthetic detergents and builders on metals can be certain. The unique properties of soluble silica in PQ Silicates give sales appeal to cleaners and detergents sold for automatic washers for dishes and laundry.

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*Zinc shaft from popular washing machine  
corroded by detergent*

**WORKS:** Anderson, Ind., Baltimore, Md., Chester, Pa., Gardenville, N. Y., Jeffersonville, Ind., Kansas City, Kans., Rahway, N. J., St. Louis, Mo., Utica, Ill.



### Colgate Advances Dresser

Keith E. Dresser has been appointed sales promotion manager of the soap division of Colgate-



Keith E. Dresser

Palmolive Co., Jersey City, N. J., it was announced early this month. With Colgate since 1949, he was supermarket representative in the Detroit district from 1952 to 1954 when he was transferred to the home office in Jersey City to serve in the newly-created promotion department. Mr. Dresser was bombardier-navigator in World-War II. Prior to joining Colgate he published a weekly newspaper in Cadillac, Mich.

### Rimmer Joins Babbitt

Jack Rimmer, formerly associated with Winthrop-Stearns, Inc., Rensselaer, N. Y., as produc-

tion chemist and maintenance engineer, recently joined B. T. Babbitt, Inc., Albany, N. Y., as chief chemist quality control.

### Conference Proceedings

The proceedings of the eighth National Home Laundry Conference held Nov. 4 and 5 at the Hotel Commodore, New York, were distributed last month. The event is sponsored by the American Home Laundry Manufacturers Association, 38 S. Dearborn St., Chicago. The ninth conference is scheduled to take place Nov. 2 and 3, 1955, at the Palace Hotel in San Francisco.

### MM&R Gives Party

Magnus, Mabey & Reynard, Inc., New York, gave a cocktail party and buffet in honor of delegates to the convention of the Drug-gists' Supply Corp., New York, and other friends and customers of the firm. Held at the Waldorf-Astoria Hotel, New York, Mar. 5, the event was attended by 800 guests, including, for the first time, women. Percy C. Magnus in a brief address of welcome said that the party, the fifteenth of its kind sponsored by the firm, was taking place this year on the occasion of the diamond jubilee of MM&R, which was founded in 1895.

### Reidy to Shulton

Thomas J. Reidy has joined Shulton, Inc., Clifton, N. J., as a salesman in the fine chemicals di-



Thomas J. Reidy

vision. Prior to his recent appointment Mr. Reidy was associated for two and one half years with Felton Chemical Co., Brooklyn, N. Y., as assistant to the sales manager. He will make his headquarters at Shulton's New York office.

### Rowell in New Dow Post

Dow Chemical Co., Midland Mich., recently announced appointment of J. Bruce Rowell to the newly created post of assistant treasurer of the Dow export companies, including Dow Chemical International, Ltd., Dow Chemical Inter-American, Ltd., and Dow Export Co. Mr. Rowell joined Dow in 1942.

Photograph taken during annual Magnus dinner at Starlight Roof of Waldorf-Astoria Hotel.



*soap...*



*....perfume*

The perfume in a soap is there for but one purpose....to increase consumer appeal. To accomplish this it must provide a fragrance which appeals to the market...it must influence the buyer at point of purchase, and last delightfully throughout the total use period.

The able soap perfumers of van Ameringen-Haebler, Inc. know soaps and know perfumes. They can give you soap perfumes that are technically right, and appealingly right.

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## TGA 20th Anniversary Meeting May 10-12

THE Toilet Goods Association will hold its 20th anniversary meeting, May 10-12, at the Waldorf-Astoria Hotel, New York. The theme of the convention will be "Twenty Years of Growth with America" for the initials TGA. Keynote of the program is a review of changes during the past twenty years, a look at the present, and a forecast of what may happen in the next 20 years in the industry.

The first session on the morning of May 10 will be a review of changes in the American scene over the past 20 years, presented by *Life* and *Fortune* magazines, partly in motion pictures and partly in a talk. Following this Dan Rennick, editor of *American Druggist* will speak about changes in the cosmetic business over the past 20 years with special reference to trends in product types, merchandising, development, etc. He will be followed by Pierre Martineau of *Chicago Tribune* who will discuss changes in selling channels and retail distribution which have occurred in the past 20 years.

Luncheon speaker for May 10 will be Morgan Beatty, Washington news man for National Broadcasting Corp.

In the afternoon the *Ladies Home Journal* will present a picture of the wants, desires and preferences of the American woman today. Roy Whittaker, former vice-president of Young & Rubicam, Inc., New York, will speak on cosmetic advertising and its appeal to the modern woman. He will be followed by Marvin Bower of McKinsey & Co., New York management consultants.

Kenneth Kramer of *Business Week*, first speaker on Wednesday morning, May 11, will report on the outlook for the next 15 to 20 years. Jean Rindlaub of Batten, Barton, Dustine & Osborne, Inc., New York advertising agency, will talk about what women will be doing during the next 15 years. Ernest Dichter will present a talk on the use of motivation research for influencing

people in forthcoming markets. The three sessions will then be summarized by Arthur Fatt of Grey Advertising Agency, Inc., New York.

At luncheon on Wednesday the Charles S. Welch Memorial Packaging Awards will be presented.

In the afternoon a business meeting for the industry will hear reports on legislation, trade practices, labor relations, and allied subjects.

Thursday, May 12, will be devoted to an all day meeting of the association's scientific section. A full program of scientific presentations is planned. At luncheon the annual CIBS award will be made

### Wiedhopf to Roure-Dupont

The election of J. S. Wiedhopf as chairman of the board of Roure-Dupont, Inc., New York, was announced April 1 by Jacques D'Aigremont, president. Mr. Wiedhopf retired as president of Parfums Ciro, Inc., New York, on January 1 of this year. Mr. Wiedhopf entered the fragrance business in 1907 starting with Alfred H. Smith Co. In 1921 he went into business with Guy T. Gibson distributing Caron perfumes. The two men founded Parfums Ciro in 1923, of which Mr. Wiedhopf became president in 1939. He is a cofounder and former president of the Fragrance Foundation of which he is a life director.

J. S. Wiedhopf



by Harold Anderson, president of CIBS.

A cocktail and buffet supper on the Starlight Roof of the Waldorf-Astoria Hotel on Tuesday May 10 will be sponsored by the association.

The annual Toilet Goods Industry Golf Tournament will be held on Monday, May 9, at Winged Foot Golf Club in Mamaroneck, N. Y. Golf trophies won that day will be presented at dinner at the club that evening.

The business program committee consists of Robert B. Brown, Bristol-Myers Products Co., New York, chairman; and Edward J. Breck, John H. Breck, Inc., Springfield, Mass.; Harry Haus, George W. Luft Co., Long Island City, N. Y.; and Robert Schwartz, Wildroot Co., Buffalo, N. Y.

### TGA Scientific Program

The Toilet Goods Association's scientific section will meet May 12 at the Waldorf-Astoria Hotel, New York. The following papers are scheduled for presentation:

"Allantoin in Cosmetic Formulations," by S. B. Mecca, Schuylkill Chemical Co., Philadelphia; "Laboratory Methods for Studying the Penetration of Topical Agents through Human Skin," by Peter Flesch, University of Pennsylvania Hospital, Philadelphia; "A Study of the Acid Mantle Factor in Topical Application," by Irwin Lubowe, New York University Bellevue Medical Center, New York; "A New Method for Spectrophotometric Evaluation of Sunscreens," by Saul I. Kreps, Van Dyk & Co., Belleville, N. J.; "Mechanism of the Action of Agents Used for the Relief of Dry Skin," by Irvin H. Blank, Massachusetts General Hospital, Harvard Medical School, Cambridge, Mass.; "Microbiological and Clinical Evaluation of Anti Dandruff Agents" by Herbert J. Spoor, New York; "New Cyclic Musks," by S. Carpenter, Givaudan-Delawanna, Inc., New York; and "Cosmetic Emulsions in Polyethylene Containers," by Phyllis J. Carter and W. C. Griffin, Atlas Powder Co., Wilmington, Del.

### AOCS Program Set

The 46th annual meeting of the American Oil Chemists' Society will be held April 17 through 20 in New Orleans with headquarters at the Roosevelt Hotel. The technical program will include 15 papers.



## Formulators look to Wyandotte for new 100%-active surfactants

**Amazing Pluronics offer flexibility, plus  
an over-all balance of desirable properties**

Advances in product development are becoming commonplace for formulators using Wyandotte Pluronics\* — a unique new series of 100%-active nonionic surfactants. The first commercial example of a block-polymer-type surfactant, the Pluronics permit easy formulation of products that are completely dust-free, noncaking, and exceptionally free-flowing.

A Pluronic can be prepared to meet any molecular weight from 1800 to 8000, or any hydrophilic-hydrophobic balance within the established range. You gain special advantages from this unusual flexibility and from the over-all balance of the following properties: controlled sudsing, a range of surface-active properties, low hygroscopicity, permanent dedusting properties, and a low order of toxicity.

Choose from Pluronics L44, L61, L62, L64 (liquids); P75 (paste); and F68 — the first 100%-active nonionic commercially available in flake, powder, or solid-cast form!

For samples of the Pluronics and data sheets summarizing their physical and surface-active properties — call your Wyandotte representative or write us direct. If you have a problem, we will be glad to work with you . . . help adapt any of our quality products to your formulations. Wyandotte Chemicals Corporation, Dept. SCS, Wyandotte, Michigan. Offices in principal cities. \*REG. U.S. PAT. OFF.



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BLEACHING AGENTS • CARBOXYMETHYLCELLULOSE • CAUSTIC SODA • CALCIUM CARBONATE • CALCIUM CHLORIDE • CHLORINE • DETERGENTS (NONIONIC AND ANIONIC) • EMULSIFYING AGENTS • SODA ASH • SODIUM BICARBONATE • SOLVENTS (CHLORINATED) • WATER SOFTENERS • WETTING AGENTS

Among these: "A Continuous Process for Synthetic Detergent Slurries" by Harold E. Huber, Jr.; Peter J. Baker, and P. B. Schmidt, Jr., Girdler Co., Louisville, Ky.; "Synthetic Detergents from Animal Fats. Esters from Alpha-sulfonated Fatty Acids and Sodium Isothionate," by J. K. Weil, R. G. Bistline, Jr., and A. J. Stirton, Eastern Utilization Branch, Philadelphia, Pa.; and "Some Preliminary Investigations Directed Toward Increasing the Utility of Cottonseed Oil Soapstocks" by F. C. Pack and Leo A. Goldblatt, Southern Utilization Research Branch, New Orleans, La.

### F. J. Heffernan Dies

Francis J. Heffernan, 57, manager since 1947 of the international purchasing department of Colgate-Palmolive Co., Jersey, N. J., died Mar. 29 at Mountainside Hospital, Montclair, N. J. He had been with Colgate since 1921.

### Brna in Rhodia Post

Paul Brna has been named engineering representative in the Mid-Continent area for Rhodia, Inc., New York. A graduate chemist from Valparaiso University, he holds an M.S. degree from Loyola University. Mr. Brna's previous associations in the industry include eight years with Chicago Pharmacal Co., Chicago, where he was chief chemist and six years in sales work with Magnus, Mabee & Reynard, Inc., New York. Before joining Rhodia he was with Roubechez, Inc.

Paul Brna







James V. Shannon, Jr.

### New Toiletries Unit

James V. Shannon, Jr., has been named manager of marketing for Winchester Toiletries, newly-formed unit of Olin-Mathieson Corp., New York, it was announced late last month. The unit will soon test-market its line of men's products including "Repeater" aerosol lather shave in the Western states.

Formerly with E. R. Squibb & Sons Division of Olin Mathieson, Mr. Shannon joined the corporation in 1952 as assistant to the financial vice president.

Appointment of E. James Hubbard as west coast representative for Winchester Toiletries was announced at the same time. He was previously associated with Mennen Co., New York, for 18 years and he served as Southern regional manager. Mr. Hubbard will make his headquarters in Winchester Toiletries' Los Angeles office.

E. James Hubbard



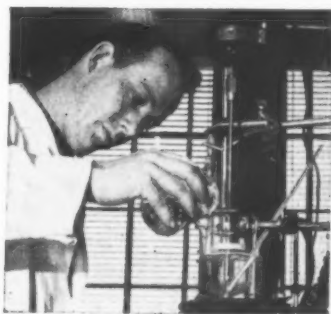
... and for  
technical assistance

Products entirely new to industry, like the Plurionics,\* are the result of Wyandotte's diversified research activities. Not only are new products synthesized, but manufacturing methods are developed, and customers' plant problems are solved. Working with customers, Wyandotte's technical service team has helped uncover profitable uses for the Plurionics — in rayon and cellophane, home and laundry detergents, shampoos, mechanical-dishwashing, metal-cleaning, dye-leveling, and water-conditioning compounds . . . and we've hardly scratched the surface!

From service representative to research scientist, we're all teamed to give technical assistance — to help improve *your* products and cut costs. Give us your chemical or processing problems now! *Wyandotte Chemicals Corporation, Technical Inquiry Section, Wyandotte, Michigan. Offices in principal cities.*

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Here, a Wyandotte technician determines the cloud point of nonionic surfactants, and checks the melting point of Pluronic F68—the first 100%-active nonionic that enables formulators to compound quality products using only solid materials.



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*Today's finer  
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*for consistently superior  
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**UNIFORMITY** is important when you turn out batch after batch of shampoo. DUPONOL EP is carefully tested so that you get the same, quality results *every single time!*

**STABLE COLOR** means your shampoo won't fade or discolor. And DUPONOL EP's outstanding color stability assures you that your shampoo will have the same cosmetic elegance on display as when it left you.

**GREATER RESPONSE** from DUPONOL EP results in less thickener . . . retention of important cleansing and foaming action . . . savings for you in both time and money! Further, DUPONOL EP has an amazingly low cloud point of 40°F.!

Save storage space, too! DUPONOL EP is the first detergent on the market to formulate into a wide variety of both clear liquid and liquid cream shampoos! Another example of Du Pont's continued leadership in the detergent field.

*Do you need help* with any shampoo formulating problems? If so, chances are Du Pont's technical staff has already solved them. You'll find answers in informative bulletins, including dozens of formulas. Write on company letterhead to: E. I. du Pont de Nemours & Co. (Inc.), Dyes and Chemicals Div., Wilmington 98, Del.

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DETERGENT

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BETTER THINGS FOR BETTER LIVING  
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### **Prutton on FMC Board**

Carl F. Prutton, vice-president and technical director of chemical divisions of Food Machinery



Carl F. Prutton

and Chemical Corp., San Jose, Calif., has been elected a member of the company's board of directors, it was announced recently. Prior to joining FMC, Dr. Prutton was vice-president in charge of operations, engineering, and research for Mathieson Chemical Corp., Baltimore.

### **Givaudan Sales Meeting**

The annual sales conference of Givaudan-Delawanna, Inc., New York, and its associate companies, Sindar Corp. and Givaudan Flavors, Inc., was held Feb. 15-18 at the Warwick Hotel, New York. The constant change in customers' needs caused by technological advances in product formulation, raw materials and packaging, and the need to keep abreast of these changes, was the theme of the meeting introduced in an address by R. E. Horsey, vice-president in charge of sales.

The use of fragrance in toilet soaps, detergents and other household products was illustrated by the perfume laboratory staff, which presented samples of perfumed soaps, and both perfumed and unperfumed detergents, insecticides and other materials. The effectiveness of the firm's products as odor masks as well as scents added to the finished product was thus demonstrated.

Aerosol packages, including glass, perfumes and colognes based

on Givaudan fragrances were presented. Special problems in this field were reviewed and the firm's aerosol research program outlined.

Use of fragrances by manufacturers of paints, rubber, plastic products and other consumer materials for masking purposes and increased sales appeal was discussed by R. E. Vicklund, manager of sales and new product development of Sindar Corp.

A new anti-oxidant, recently developed by Sindar was also introduced. Designated "Compound 19", this crystalline bis-phenol prevents odor and color reversion in alkyl aryl sulfonates and inhibits rancidity in fatty acids and their derivatives.

The variety of uses of "G-11" brand of hexachlorophene in soaps, detergents, cosmetics, and other specialties was illustrated by a display of products in which this germicide is used.

The meetings were concluded with a banquet at which E. R. Durrer, president of Givaudan-Delawanna, Inc., discussed the growth of the company and its foreign associations.

### **Alcolac Appoints Price**

Donald Price has been named consultant in the cleaning field to American Alcolac Corp., Baltimore, Md., it was announced Feb. 28 by John Andre, executive vice president. Dr. Price will advise Alcolac in sales of detergents and in the making of cleaning compounds.

### **Givaudan Honors Four**

Four members of the sales staff of Givaudan-Delawanna, Inc., New York, and its associate companies, Sindar Corp. and Givaudan Flavors, Inc., celebrated their twenty-fifth anniversary with the firm recently. Gold watches were presented to Benjamin S. Cottle, Givaudan representative on the West coast; Lyle L. Lowden, Givaudan representative in the New York area; Walter Tomzak, representative of Givaudan Flavors in the metropolitan area; and E. R. van Liew, manager of Givaudan's specialties division. The presentations were made at the banquet concluding the company's recent sales conference. Employees who have been with the company for a quarter of a century or longer now number 57.

Top photo below shows Ernest Durrer, third from left, president of Givaudan-Delawanna, Inc., New York, presenting gold watch to E. R. van Liew, Givaudan specialty division manager, on his 25th anniversary with the firm. Other veterans honored were: Benjamin S. Cottle, Lyle L. Lowden and Walter Tomzak. Bottom photo was taken at banquet concluding Givaudan's annual sales conference.





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The market for products containing G-11 is an established, growing market with virtually unlimited opportunities for profitable development.

Few products have ever been studied so exhaustively and given such unanimous acclaim by authorities. G-11 is recognized as the proven, effective and non-irritating antiseptic chemical that offers outstanding hygienic and deodorizing advantages.

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As the originator and producer of G-11, Sindar offers you the benefits of its scientific knowledge, practical marketing experience

and technical service in using it to the best advantage in your soaps, detergents and cosmetics.

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## Perfuming Materials

(From Page 53)

can cause change of product color or odor, deterioration, etc. Under this heading Dr. Fox also pointed out that because compounds contain several oils they are affected by market fluctuations in price and availability. If the formula of the compound is not altered by the maker, the user may be faced with a rising compound cost, or conversely, should certain ingredient oil prices decline, the likelihood is that the cost of the compound would not be altered proportionately. On the other hand, changes may be made in the composition of the compound which might have a deleterious effect on the finished product in which it is used.

2.) Standardization of the ingredients in a perfume is much easier if compounds are not used.

3.) The use of compounds results in high cost perfumes.

4.) The use of compounds ties the consumer to one source of supply.

5.) If the use of compounds is greatly expanded, the need for perfumers in the consuming industries becomes correspondingly reduced, and perfumers will gravitate to the big suppliers—and the overall number of perfumers will decrease. Furthermore, emphasis would be placed on the use of materials produced within the individual suppliers' companies, resulting in the probability that odors and flavors would tend to become too similar and quite stereotyped.

In reply to Dr. Fox, Serge J. J. Lakhovsky of Coty pointed out that "any perfumer worth his salt has made specialties and will use those of others." Specialties provide an opening for the perfumer's creative urge and offer the perfumer an opportunity to gain the benefit of experience and knowledge.

A. L. van Ameringen, head of van Ameringen-Haebler, Inc., New York perfuming materials firm, replied to Dr. Fox by pointing out that integrity is the most valued asset of the specialties manufac-

turer. He pointed out that the ethical supplier would not tamper with his specialties. On price changes he replied that a specialty is by nature more stable in price than standard items. They are very complex, and the prices of specialty ingredients do not all rise at the same time, Mr. van Ameringen stated.

In speaking on the adaptation of fragrances to soap, Everett Kilmer of Lever Brothers Co. declared one should first consider the role of soap and, regardless of the fragrance type desired, the esthetic qualifications of a perfume for use in soap. Soap is primarily a cleansing and beautifying agent, which should display a freshness and lightness of fragrance which is in harmony with its use. The perfume should be diffusive and yet so agreeable that the consumer will not tire of the fragrance which is being continually emitted from an exposed bar, Mr. Kilmer said.

A second important factor in the adaptation of a perfume is the variability in the completeness of reproduction of fragrance profiles in soap. It can generally be stated that nearly all fragrance types can be developed for soap especially if limits of cost and color are not restrictive. A third factor cited by Mr. Kilmer is that of soap stability. While soap influences fragrance, it is, in turn, affected by some aromatics. For this reason it is important to understand the limitations of the perfumers' range of useful aromatic materials.

Six factors to be considered when formulating a fragrance for aerosol application were listed by Victor Di Giacomo of Givaudan-Delawanna. These include 1.) type of aerosol; 2.) pressure; 3. solubility; 4.) compatibility, 5.) irritation and 6.) corrosion.

"Before aromatic chemicals or essential oils are utilized in aerosol formulations, they should be tested to determine their solubility in the propellant which may be used and their compatibility with the other ingredients which will make up the finished aerosol," Mr. Di Giacomo explained.

## Reader Sees It

(From Page 39)

of flow through a fixed orifice—filling quantities may be varied over a wide range and held right at the desired point. Also, the "Electromatic" principle has proven itself in handling non-recirculatable products of which anesthetics are one example.

Flexibility in meeting changing filling conditions is another major advantage of the "Electromatic" principle. At minimum expense, for example, one "Electromatic" user has been able to go from a metered precision partial fill of only two ounces of product to a 16 ounce partial fill.

I would rather think that in your series of articles on machinery and equipment, your readers might find interesting an addendum comment on the "Electromatic" principle incident to your "Liquid Filling Equipment" review already published.

Edward H. Zellar  
Mojonnier Associates, Inc.  
Franklin Park, Ill.

*We have asked Mr. Zellar to forward us a photograph and a brief description of an "Electromatic" filler which appear on page 105 of this issue of "Soap & Chemical Specialties." —Ed.*

## "Pine X" Floor Polish

Editor:

In the March 1955 issue of *Soap & Chemical Specialties* on page 39 a letter from P. Baker, of Wheatland Journals, Ltd., London, England, requests the identity of the maker of an American floor polish known as "Pinex."

The Bullen Chemical Co., Folcroft, Pa., has held the trademark on "Pine X" since January 1920.

Our use of this trademark has been for disinfectants and associated products, used for general building maintenance. Although we do not specifically list it as a polish, it is unlikely that any other firm would use "Pine X", for such action would be infringing on our rights, as granted by the United States Patent Office.

J. Warren Bullen, Jr.,  
Vice-President,  
Bullen Chemical Co.  
Folcroft, Pa.



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## NEW, IMPROVED IVORY BEADS AND AMBER GRANULES

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*Ivory Beads and Amber Granules have all the performance advantages of Ivory Chips and Amber Flakes, with plus values in terms both of better physical appearance and mixing characteristics. Check them:*

### IVORY BEADS

A white, free-flowing, spray-dried soap of unexcelled purity and mildness. An excellent detergent and sudsing agent—the whitest, brightest, highest quality soap for industrial and converter use on the market today.

Because of its granular form, and small, uniform particle size, Ivory Beads goes into solution exceptionally fast, assuring better performance in the finished product. Stock solutions are easier to prepare . . . there's less tendency to ball or matt than in the case of powdered soaps.

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*Because of their granular structure, both Ivory Beads and Amber Granules blend readily and intimately with other converting materials. You can expect unusually efficient performance and safety from them in compounding a wide variety of industrial cleaners where the cleaning element comes in contact with the skin.*

*Ivory Beads available in 50-lb. multi-wall paper bags. Amber Granules available in 75-lb. multi-wall paper bags.*

### AMBER GRANULES

A blown, 88% active, 42° titer soap. Because of its granular form, Amber Granules has many of the same desirable characteristics as Ivory Beads—rapid solubility, attractive appearance, ease of blending.

Recommended for the preparation of gel type products such as paste soaps and silver polishes because of its excellent gelling properties. Also for compounding powdered hand soaps, burnishing compounds, laundry detergents, floor cleaners, etc.

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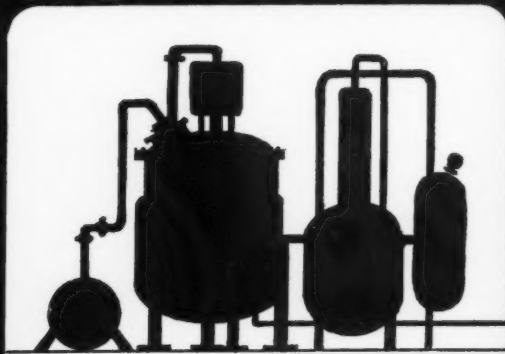
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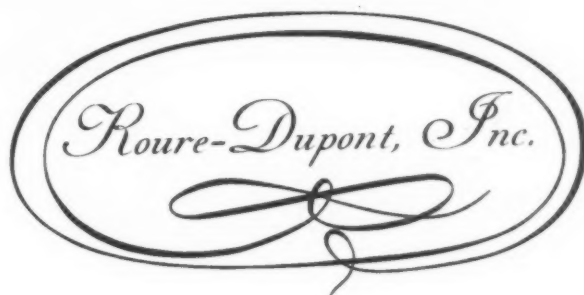
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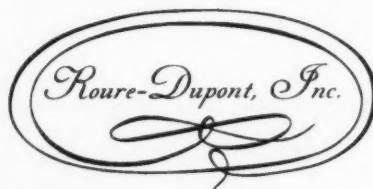
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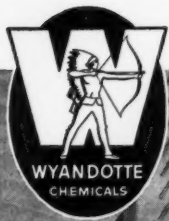
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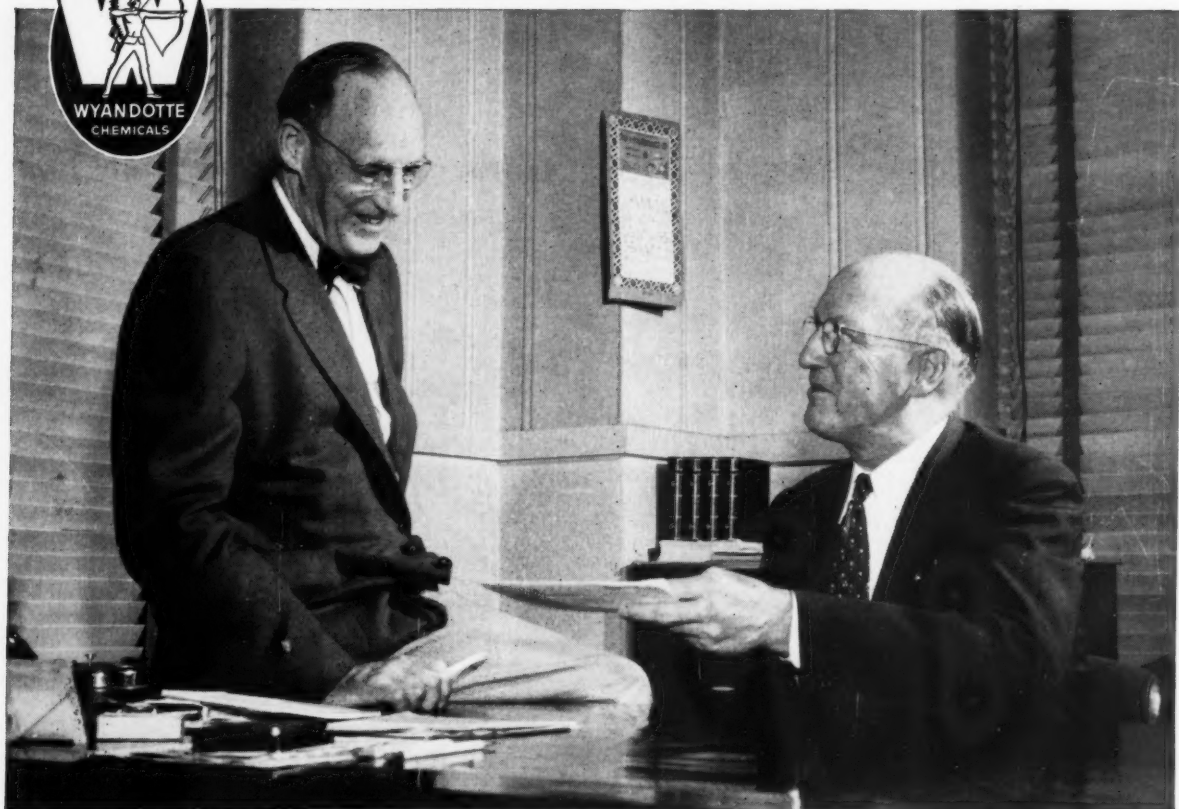
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*Eugene T. Eldredge (left), treasurer, Hilex Co., and President Asa A. Eldredge agree that it takes quality ingredients—like Wyandotte Caustic—to make a quality bleach.*

# “Quality chemical ingredients helped us build volume sales”

— Asa A. Eldredge, president, Hilex Co., St. Paul, Minn.

“Our Hilex Household Bleach is known to millions as strictly a high-quality product . . . and that takes the best of ingredients,” says Asa A. Eldredge, president, Hilex Co., St. Paul, Minn.

“We maintain high standards in everything we buy. We insist on Caustic that is consistently very low in copper and iron content. This is a fundamental with us. We test every tank car of Caustic to see that it meets our stringent requirements.

“We have been buying Wyandotte Caustic for more than 10 years. We have found that Wyan-

dotte products not only meet our rigid specifications for quality, but that Wyandotte gives us excellent service as well.

“Personally, we feel that when we buy this way, and know the quality of our ingredients, our own selling job becomes much easier. The Hilex Company's growth and sales record are proof of this.”

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cultural Insecticides • Other Organic and Inorganic Chemicals



# Bids and AWARDS

## Soap Cleaner Awards

Gem Products Co., Dallas, and Valley Products Co., Memphis, received the awards on soap cleaner in a recent opening for miscellaneous supplies by the Federal Supply Service, Dallas. Gem's bids were: item 1, 10 containers, \$4.97, item 2, 720 containers, 23 cents, and Valley Products bid 6.2 cents on item 3, 180,000 pounds. Feb. 24, inv. 40944.

— ★ —

## FSS Soap Awards

In a recent opening for miscellaneous supplies by the Federal Supply Service, Kansas City, Mo., the awards on soap went to the following low bidders: Orford Soap Co., Manchester, Conn., item 2, 12,750 pounds grit soap, 7.37 cents; Purity Soap & Chemical Co., Minneapolis, item 3, 1,600 pounds powdered laundry soap, 9.3 cents; Columbia Oil Co., St. Louis, item 4, 800 gallons liquid toilet soap, 59 cents; Utility Co., New York, item 5, 1,800 pounds detergent, 8.91 cents. Item 1, 36,000 pounds chip soap not yet awarded. Feb. 23, inv. KC-37225.

— ★ —

## Cleaning Comp. Award

Pangborn Corp., Hagerstown, Md., won the award on 80,000 pounds of cleaning compound with the low bid of 3.96 cents in a recent opening for miscellaneous supplies by the Tinker Air Force Base, Oklahoma City, Okla. Feb. 17, inv. 238.

— ★ —

## Low Window Cleaner Bid

Nowlin Co., Fort Worth, submitted the low bids of 18.75 cents, items 1 and 2 on window cleaner in a recent opening for miscellaneous supplies by the Federal Supply Service, Chicago. March 11, inv. 90209.

— ★ —

## FSS Soap Awards

In a recent opening for miscellaneous supplies by the Federal Supply Service, Atlanta, Ga., the awards on soap went to the follow-

ing low bidders: Spec-Kem Co., Chicago, item 1, 7.57 cents; Wright Paint & Varnish Co., Boston, item 2, 7 cents; Ind. Supply, East Point, Ga., item 3, 3.21 cents; John T. Stanley Co., New York, item 4, 8 cents; Colgate-Palmolive Co., Jersey City, item 5, 6.133 cents, item 13, 14.053 cents; Murro Chemical Co., Portsmouth, Va., item 6, 14 cents; Valley Products Co., Memphis, item 7, 9.385 cents; National Milling & Chemical Co., Philadelphia, item 8, 12.25 cents; Tesco Chemical Co., Atlanta, item 9, 55.9 cents, item 10, \$2.599, item 11, \$23.045; Swift & Co., Atlanta, item 12, 7.71 cents; Stahl Soap Co., Camden, N. J., item 14, 11.48 cents. Feb. 23, inv. 25552.

— ★ —

## Thompson Chemical Award

In a recent opening for miscellaneous supplies by the Federal Supply Service, Seattle, the award on weed killer went to Thompson Chemical Co., St. Louis, with the following low bids: item 1, 100 gallons, \$2.46, item 2, 600 gallons, \$2.50, item 3, 150 gallons, \$4.49, item 4, 600 gallons, \$3.35. Feb. 25, inv. SEFD-150.

— ★ —

## Low Calif. Spray Bid

California Spray-Chemical Co., Richmond, Calif., submitted the low bid of \$5.29 on insecticide in a recent opening for miscellaneous supplies by the Navy Purchasing Office, New York. Feb. 28, inv. 271.

— ★ —

## Low FSS Soap Bids

In a recent opening for miscellaneous supplies by the Federal Supply Service, Dallas, the following low bids on soap were submitted: Turco Products, Inc., Houston, item 1, 9.65 cents; Unity Sanitary Supply Co., New York, item 2, 14 cents, item 3, 9 cents; Murro Chemical Co., Portsmouth, Va., item 4, 14 cents; Phillips Paper Co., Dallas, item 5, 13 cents; Procter & Gamble Co., Cincinnati, item 6, 24.69 cents,

item 7, 23.9 cents, item 8, 13.44 cents; Worth Chemical Products Co., Fort Worth, item 9, 13 cents. March 1, inv. 40929.

— ★ —

## Low Clarkson Lab. Bids

Clarkson Laboratories, Inc., Philadelphia, submitted the low bids of 7.4 cents, item 1, 7.02, item 2, on dishwashing compound in a recent opening for miscellaneous supplies by the Federal Supply Service, Washington, D. C. March 3, inv. 2B-57665-R. In another opening for dishwashing compound by the Federal Supply Service, New York, Clarkson submitted the low bid of 7.45 cents. March 10, inv. 60104.

— ★ —

## Low FSS Soap Bids

Old Dominion Paper Co., Norfolk, Va., and Day & Frick, Philadelphia, both submitted low bids on soap in a recent opening for miscellaneous supplies by the Federal Supply Service, Washington, D. C. Dominion bid 9.4 cents, item 1, 130,200 pounds chip, and Day & Frick bid 6.83 cents, item 2, 24,563 pounds grit. March 4, inv. 2B-57662-K.

— ★ —

## Low Lever Soap Bid

Lever Brothers Co., New York, submitted the low bid of 9.55 cents on soap in a recent opening for miscellaneous supplies by the Federal Supply Service, New York. March 7, inv. 60158.

— ★ —

## Low Pioneer Bid

Pioneer Soap Co., San Francisco, submitted the low bid of 14.5 cents on 24,000 pounds of detergent compound in a recent opening for miscellaneous supplies by the Federal Supply Service, Denver. March 4, inv. 8783.

— ★ —

## Low Insecticide Bid

Unity Sanitary Supply Co., New York, submitted the low bid of 49.5 cents on insecticide in a recent opening for miscellaneous supplies by the Federal Supply Service, New York. March 1, inv. 60157.

# American Distilled Oils

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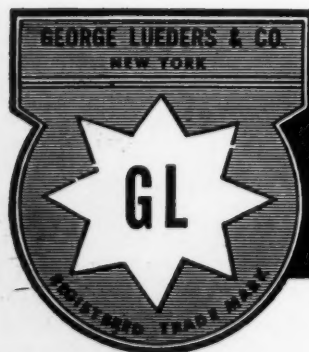
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# NEW Trade Marks

**T**HE following trade marks were published in recent issues of the *Official Gazette* of the U. S. Patent Office in compliance with section 12(a) of the Trade Mark Act of 1946. Notice of opposition under section 13 may be filed within 30 days of publication in the *Gazette*. See rules 20.1 to 20.5. As provided by section 31 of the Act, a fee of \$25 must accompany notice of opposition.

**glow**—This for shampoo. Filed May 17, 1952 by Sears, Roebuck and Co., Chicago. Claims use since on or about Jan. 2, 1938.

**C.R.C.**—This for powdered cleanser for cleansing and removing stains from laboratory glassware, porcelain, stainless steel ware, and the like. Filed Aug. 21, 1953 by Chemical Rubber Co., Cleveland. Claims use since on or about Feb. 1, 1943.

**Riverside**—This for dry and wet-cleaning soaps and detergents; dry and wet-cleaning soap and detergent compounds; spot and stain-removing soaps and soap and detergent compounds. Filed Oct. 19, 1953 by Riverside Mfg. Co., St. Louis. Claims use since Aug. 23, 1915.

**Carb-Aid**—This for chemical preparation for cleaning carburetors and fuel systems. Filed Feb. 5, 1954 by Vanda Sauerborn, doing business as Lubaid Co., Milwaukee. Claims use since June 11, 1953.

**Tergescent**—This for liquid aromatic materials used as odorants, reodorants or deodorants for synthetic detergents. Filed Mar. 30, 1954 by Givaudan-Delawanna, Inc., New York. Claims use since Dec. 17, 1953.

**Pete the Plumber**—This for drain solvents. Filed June 3, 1954 by Nell P. Lytle, doing business as Chemical Industries, N. Kansas City, Mo. Claims use since on or about Jan. 1, 1949.

**"Di-Cet"**—This for chemical disinfectant for the sterilization of dental and surgical instruments. Filed Aug. 7, 1953 by Sanford Braunstein, doing business as Sanford and Son, Los Angeles. Claims use since Sept. 14, 1950.

**Pomerio-18**—This for preparation having the various properties of a germicide, a fungicide, a disinfectant, and a household deodorant. Filed Nov. 16, 1953 by Charles Ellwood Shiffer, doing business as Dr. Shiffer's Laboratories, Cleveland. Claims use since May 5, 1937.

**Stat**—This for active germ-killing antiseptic in the nature of a bacteriostatic agent for use in towels. Filed Nov. 27, 1953 by American Linen Supply Co., Phoenix, Ariz. Claims use since Mar. 24, 1953.

**Nu-De**—This for insect repellent in liquid and paste form. Filed June 28, 1954 by Olson Co. of Sarasota, Inc., Sarasota, Fla. Claims use since Feb. 15, 1953.

**He Man**—This for shaving cream. Filed June 2, 1954 by James Leslie Younghusband, Chicago. Claims use since Apr. 29, 1954.

**Kidmetics**—This for shampoo. Filed Aug. 31, 1953 by Associated Brands, Inc., Brooklyn, N. Y. Claims use since June 25, 1945.

**Allterge**—This for cleaning powder. Filed July 12, 1954 by Utility Chemical Co., Paterson, N. J. Claims use since Dec. 20, 1950.

**Slick-Anti-Stick**—This for wax, japan wax and laundry wax. Filed Feb. 5, 1953 by Strohmeyer & Arpe Co., New York. Claims use since Jan. 12, 1953.

**Flea-Mitt**—This for insecticides. Filed Dec. 28, 1953 by Sentco Inc., West Palm Beach, Fla. Claims use since Sept. 24, 1953.

**P. S.**—This for laundry starch. Filed Feb. 16, 1954 by York Chemical Corp., York, Pa. Claims use since Sept. 15, 1953.

**Santolene**—This for chemical adjuvants to be added to crude oils, lubricants, etc. to improve rust or corrosion inhibition characteristics. Filed Apr. 21, 1954 by Monsanto Chemical Co., St. Louis. Claims use since Dec. 1937.

**this is "IT"**—This for combined car upholstery and all-fabric cleaning preparation. Filed Aug. 18, 1953 by IT Products Co., Buckeye Lake, O. Claims use since June 5, 1953.

**Ethicon**—This for soaps such as surgical soap. Filed May 24, 1954 by Ethicon, Inc., New Brunswick, N. J. Claims use since Oct. 31, 1950.

**Sun-Spun**—This for soap chips. Filed July 21, 1954 by Kitcher Products, Inc., Chicago. Claims use since Feb., 1948.

**Lix**—This for diesel engine carbon removing compound, office machine cleaner, automobile parts cleaner, aviation cleaner for removing carbon and residue from wing surfaces, diesel engine room wash, and cleaner for evaporative electrical equipment. Filed June 1, 1954 by Lix Corp., Kansas City, Mo. Claims use since Aug. 1, 1951.

**Stride**—This for floor wax or floor polishing compound. Filed Aug. 5, 1954 by Vestal Laboratories, Inc., St. Louis. Claims use since July 15, 1954.

**Snowkote**—This for decorative spray to be applied to packages, mirrors, christmas trees, and the like to give a decorative effect. Filed Aug. 18, 1953 by Reefer-Galler, Inc., New York. Claims use since June 17, 1953.

**Odor-X**—This for electric deodorizers, consisting of ultra-violet ray discharge lamps and holders for the lamps for creating ozone. Filed Sept. 25, 1953 by Odor-X Equipment Co., Scranton, Pa. Claims use since Jan. 6, 1953.

**Raydex**—This for powdered or granular detergent composition for use in dairy and other food processing plants. Filed Mar. 19, 1954 by Pennsylvania Salt Mfg. Co., Philadelphia. Claims use since Jan. 8, 1954.

**Out**—This for liquid bowl cleaner for use in cleaning toilet urinals, and in general cleaning. Filed

July 2, 1954 by Fuld Brothers, Inc., Baltimore. Claims use since June 9, 1954.

**Ship Shape**—This for hand dishwashing, and machine dishwashing compounds. Filed Jan. 26, 1954 by King Research, Inc., Brooklyn. Claims use since Dec. 30, 1946, on hand dishwashing compounds.

**Iron Man**—This for liquid cleaner for floors, walls, and general maintenance work. Filed July 6, 1954 by Soap Specialties, Inc., Philadelphia. Claims use since June 1, 1952.

**Enthol**—This for reagents for cleaning and/or derusting metal surfaces. Filed July 7, 1954 by Enthone, Inc., New Haven, Conn. Claims use since on or about June 7, 1954.

**Aeracle**—This for cleaning compound. Filed July 19, 1954 by Aeroil Products Co., South Hackensack, N. J. Claims use since May 1, 1954.

**Foremost**—This for soap in liquid, powder, paste, and solid forms, and synthetic detergents in liquid and powder forms. Filed July 19, 1954 by Delta Chemical Co., Memphis. Claims use since June 28, 1954.

**Wax-Mate**—This for powder for sprinkling on treated surfaces before wax or polish is dry. Filed May 10, 1954 by Leonard Van Dalen, doing business as Van-Wood Mfg. Co., Inc., Haddenfield, N. J. Claims use since on or about April 1, 1954.

**Murder**—This for insecticides. Filed April 20, 1954 by Valmor Products Co., Chicago. Claims use since Nov. 6, 1929.

**Cotton Maid**—This for laundry starch. Filed May 20, 1954 by Anheuser-Busch, Inc., St. Louis. Claims use since May 20, 1954.

**Dus-Quik**—This for manual-operated dusters for disseminating insecticides, fungicides, pesticides, herbicides, and the like. Filed Feb. 3, 1954 by H. D. Hudson Mfg. Co., Chicago. Claims use since March 2, 1953.

— ★ —

## Heads German Group

A. R. Kroeger of Dragoco, Holzminden, Germany, has been elected president of the Verband Deutscher Riechstoff-Fabriken (Association of German Essential Oil and Aromatics Manufacturers). Mr. Kroeger's term is for 1955.

— ★ —

## Arizona Advances Zeni

Henry C. Zeni has been appointed sales manager of Arizona Chemical Co., New York, it was announced recently by R. E. Sumner, president. Mr. Zeni, whose appointment follows a 30-year sales career in the chemical industry, has served in a sales direction capacity at Arizona since 1952. The firm is jointly owned by American Cyanamid Co. and International Paper Co., both New York.

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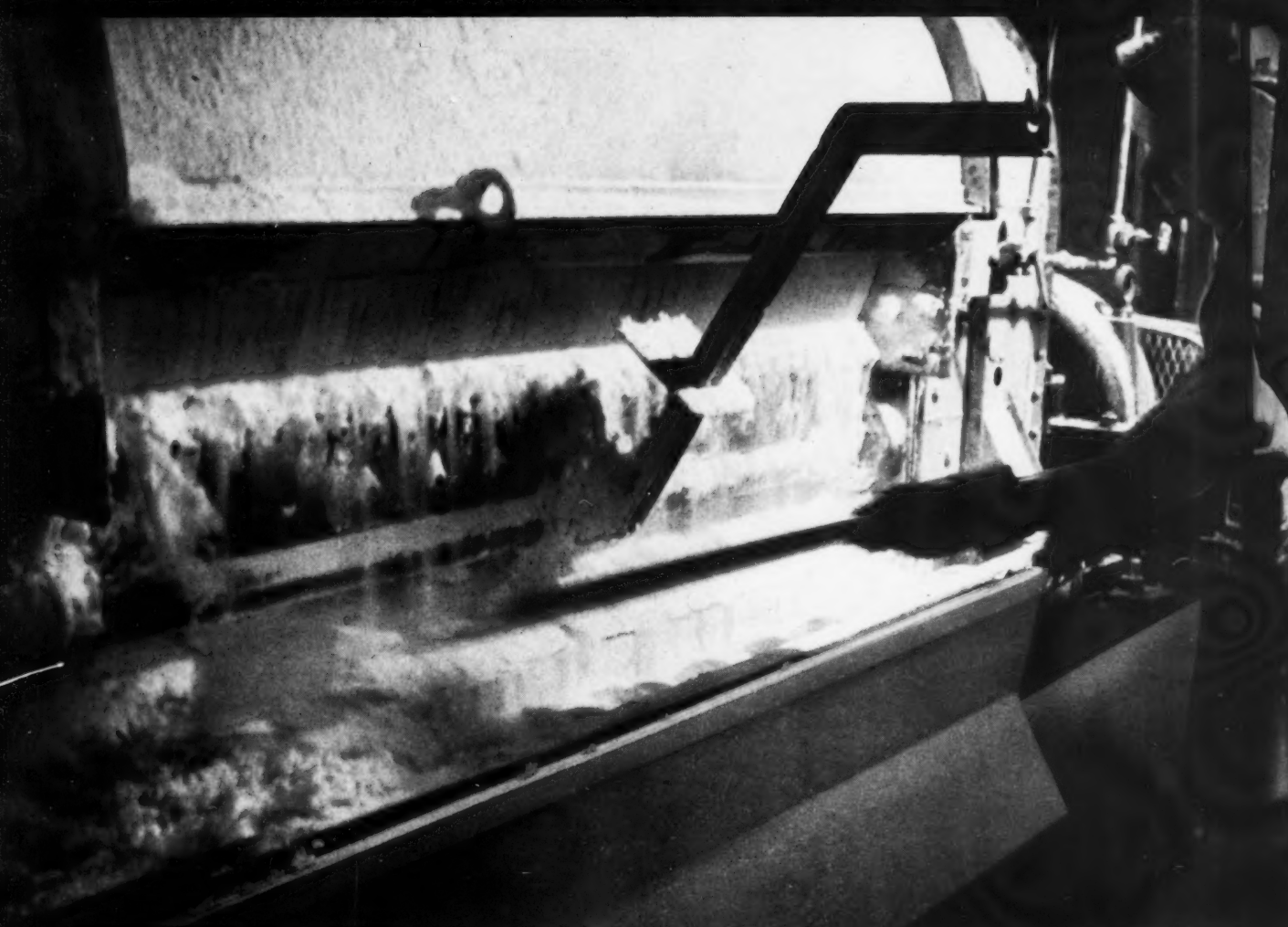


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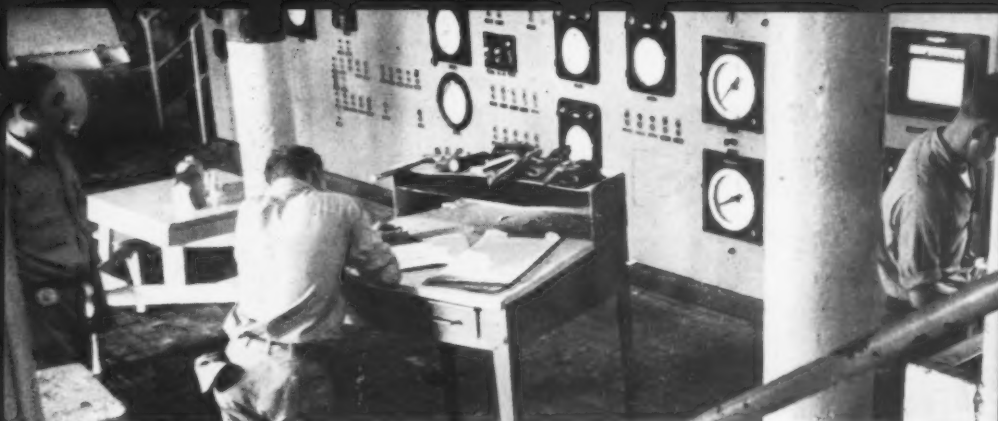
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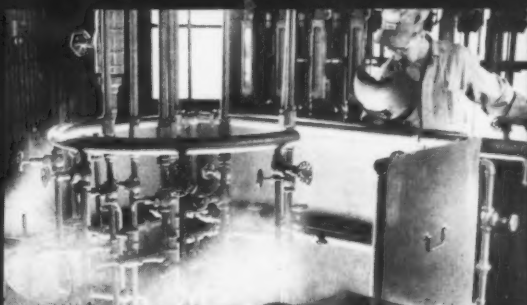
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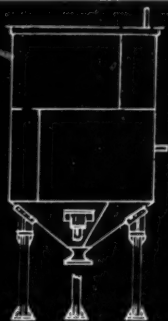


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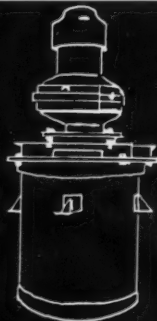
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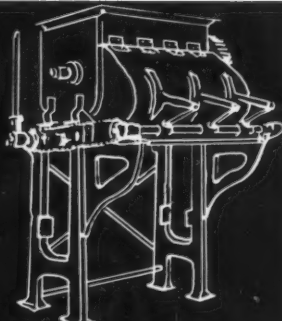
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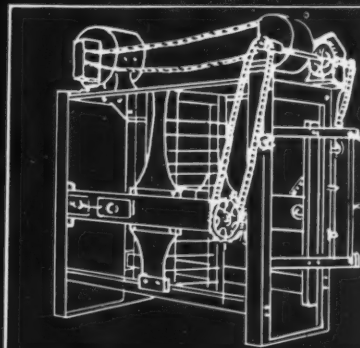
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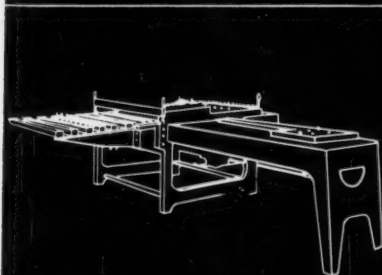
114 years ago Houchin started producing soap making machines.

Practically all basic soap making machinery today is derived from original Houchin inventions.

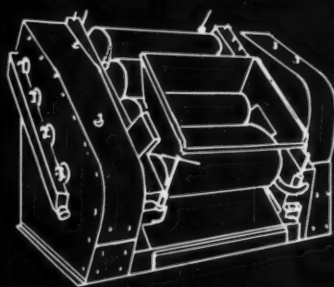
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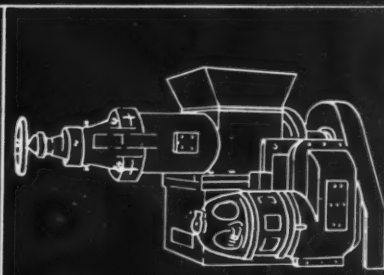
SLABBERS



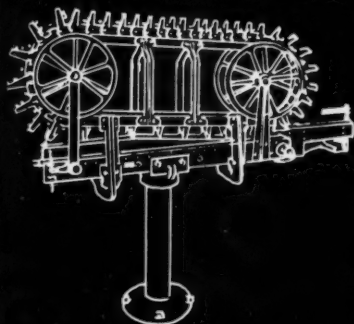
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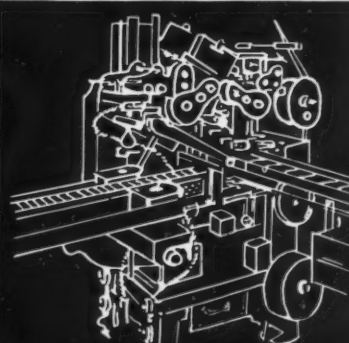
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PRESSES—FOOT OR AIR OPERATED



WRAPPERS FOR ALL SIZES OF SOAP

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## Committee D-12 Meets

**T**HE annual meeting of Committee D-12, Soaps and Other Detergents, of the American Society for Testing Materials was held March 14 and 15 at the Park Sheraton Hotel, New York. The various subcommittees of D-12 met to discuss work accomplished during the year, to outline further programs, and to submit their reports.

The following new methods of test were accepted for publication as tentative: analysis of sodium tripolyphosphate; and aerated total immersion test for metal cleaners.

Advanced from tentative to standard methods were: D 501-53, analysis of sodium bicarbonate, and D 455-53T, milled toilet soap.

The following standards have been revised: D 500-45, chemical analysis of sulfonated oils, reap-proved with recommended change to lower temperature used for drying ammonium salts from 125°C to 105 plus/minus 2°C; and D 459-52, terms relating to soaps and other detergents, following additional definitions approved as standard: brightening agent, an essentially colorless material which absorbs ultraviolet radiation and emits light of bluish hue complementary to the yellowish tint of the off-white substrate on which it is present.

Reversion of standards to tentatives affects the following: D 538-44, spec. for trisodium phosphate, approved with reversion to tentative to include monohydrate and anhydrous forms; D 534-41, spec. for sodium metasilicate to include anhydrous product; and D 458, spec. for soda ash to eliminate extra light.

Subcommittee T-1, Soap Analysis, according to its chairman

**ASTM Committee on Soaps and Detergents adopts new methods for testing of metal cleaners, hears of new methods for the evaluation of synthetic detergents**

E. W. Blank, Colgate-Palmolive Co., Jersey City, N. J., is working on a method for the determination of sodium chloride in soap. The subcommittee is engaged also in a review of methods of soap analysis. Spectrophotometric method for copper in soap is about completed and will be tested.

Subcommittee T-2, Analysis of Synthetic Detergents, through its chairman Rubin Bernstein, Philadelphia Navy Yard, reported additions to its collation of bibliographical abstracts of methods of analysis. Work is being continued on methods for quantitative determination of active ingredients of organic unbuilt synthetic detergents.

Philip Sadtler, Samuel P. Sadtler & Son, Philadelphia, reported on identification of surface active agents by infrared spectroscopy. A potassium bromide wafer incorporating one half percent of the active substance to be classified is subjected to the spectroscopic procedure. A neat sample of the surface active agent is dehydrated, the inorganic matter removed, and the solvent used for this step then eliminated. The wafer into which the sample is incorporated contains 400 mg potassium bromide. It is

crystal clear, and pressed in a mold to be one quarter of an inch wide, one inch long, and 0.5 mm to 0.8 mm thick. Approximately 350 surface active agents can be identified in this manner with the help of standards which have been codified under trade names. Variations such as different ethylene oxides or sulfonations used in a product can be detected by this procedure. Where infrared spectroscopy is to be used for quantitative determination of surface active agents, each laboratory must establish an individual standard, Mr. Sadtler said. There is a relationship between the optical density of the wafer and the amount of active material present.

Subcommittee T-3, Analysis of Dry Cleaning Materials, chairman of which is G. P. Fulton, National Institute of Cleaning & Dyeing, Silver Spring, Md., reported work on proposed test methods for moisture.

Subcommittee T-4, Analysis of Alkaline Detergents, chairman W. H. Koch, Niagara Operations, Mathieson Chemical Corp., Niagara Falls, N. Y., advanced to standard a method of analysis for sodium bicarbonate which had been accepted as tentative in 1953 (501-53-T). A

# ROSANOL

(AN ACETAL)

Typical Specifications:

PHYSICAL APPEARANCE:	Colorless Liquid; APHA 10 Max.
ODOR TYPE:	Floral, Rose.
SOLUBILITY:	30 parts soluble in 100 parts of 70% Ethyl Alcohol.
STABILITY:	Very stable in neutral and alkaline media.
REFRACTIVE INDEX ( $n_{\frac{20}{D}}$ ) :	1.5210
SPECIFIC GRAVITY ( $\frac{20}{20}$ ) :	1.0880
QUALITY:	Specifications carefully checked in our modern control laboratories.
SUGGESTED USES:	Because of its great stability this product is valuable in soap and cosmetic odors. Its fine aroma permits its use in the highest priced perfumes.

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method of analysis for sodium tripolyphosphate was accepted as tentative. Work is still proceeding on an analysis for dry polyphosphates.

Committee T-5, Physical Testing, chairman Anthony M. Schwartz, Milton Harris Associates, Washington, D. C., has five task groups working. The task group investigating redeposition tests is headed by M. G. Kramer, Wyandotte Chemicals Corp., Wyandotte, Mich. A program of furnishing soil has been established and test fabric and procedure have been agreed upon.

The task group working on reflectance measurement for evaluation of detergency is headed by H. B. Trost of Hercules Powder Co., Wilmington, Del. It has agreed on gray cotton, white cotton, and white nylon as test fabrics. Currently the task group is questioning 20 manufacturers of equipment for reflectance measurement to obtain details about the different instruments.

Among three procedures investigated by the task group concerned with rewetting tests, the Shapiro tape test method was found to show promise. The task group evaluating wetting tests is investigating the Draves test and the tape test method.

O. C. Bacon, E. I. du Pont de Nemours & Co., Wilmington, Del., heads the task group seeking a method for measurement of optical brighteners. Bibliographical abstracts on evaluation of optical brighteners on textiles and paper, including 33 references, have been compiled by L. E. Weeks, Monsanto Chemical Co., Dayton, O.

Subcommittee T-5 is establishing a group charged with investigating radioactive tracers in the evaluation of detergency. This will be a joint venture with Committee E-10 on Radioactive Isotopes. E-10 was represented at the meeting by E. B. Ashcraft of Westinghouse Electric Corp., Pittsburgh, Pa.

Subcommittee T-6, Analysis of Metal Cleaners, chairman J. C.

Harris, Monsanto Chemical Co., Dayton, O., is still engaged in establishing tests for automotive cleaners, with Hans Kafarski, Ford Motor Co., heading this project. The group is currently working on a proposed method for the testing of compounds used in spray power washers. T-6 is recircularizing a proposed test method for corrosive effects of water soluble metal cleaners. A suggested guide to laboratory metal cleaning has been published. Co-authors are J. C. Harris; William Stericker, Philadelphia Quartz Co., Philadelphia; and Samuel Spring, Pennsylvania Salt Manufacturing Co., Philadelphia. The guide classifies the various types of soil, discusses factors involved in a laboratory cleaning procedure, and lists tests for determination of metal cleanliness with their respective literature references.

Subcommittee T-7, Sampling and Interpretation of Data, chairman C. H. Fuchs, Westinghouse Electric Corp., presented no report. This group was organized last year.

Subcommittee S-1, Specifications for Soaps, chairman F. Krassner, U. S. Naval Supply Activities, New York Naval Yard, advanced to standard its specifications for milled toilet soap, stipulating anhydrous soap content minimum 83.5 percent. Six specifications were reapproved. A question was raised whether three percent rosin should be admitted into specification D-1111-53, chip or granular soap for low temperature washing.

Subcommittee S-4 Alkaline Detergents, chairman William Stericker, Philadelphia Quartz Co., is considering a suggestion to omit extra light soda ash from standard specifications D 458-39, because this grade of density is not being manufactured in the United States at the present time. Broadening of standard specification D 538-44 to include anhydrous sodium metasilicate is under consideration.

Subcommittee G-1, Advisory chairman J. C. Harris, reported two resignations: J. A. Woodhead of

Colgate-Palmolive Co., Jersey City, N. J., and H. R. Suter, now of Catalytic Combustion Corp., Detroit. Dr. Suter had been secretary of Committee D-12. Until his successor has been chosen R. E. Hauber, Procter & Gamble Co., Cincinnati, will be acting secretary. M. F. Graham, Colgate-Palmolive Co., Jersey City, N. J., has been elected to succeed J. A. Woodhead on the advisory subcommittee. The resignation of Rubin Bernstein from the chairmanship of T-2, Analysis of Synthetic Detergents, was announced. The possibility of merging T-1, Soap Analysis, and T-2 is being investigated. Establishment of an award for special merit in the field of detergents has been considered, and it has been decided that such an award should consist of a medal and certificate rather than be a cash prize.

Subcommittee G-2, Nomenclature and Definitions, chairman C. F. Jelinek, General Aniline & Film Corp., New York, has accepted a definition of brightening agents.

### **Rug Cleaning Detergents**

A METHOD of testing detergents for on-location rug cleaning was described in a paper presented by J. W. Rice, director of research, National Institute of Rug Cleaning, Silver Spring, Md. The method consists of comparing reflectance recovery of a number of small swatches cleaned by a small laboratory model of a conventional type professional cleaning machine with an arbitrarily chosen performance standard. The test swatches consist of new tufted cotton carpeting. After undergoing a standardized cleaning procedure and reflectometer readings, swatches were exposed to soiling by natural wear. Reflectance of the soiled swatches was read and 12 of the samples with approximately the same green filter reflectance were selected for each detergent under test. After completion of the cleaning routine data were calculated and evaluated as follows:

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Stepan LDA, an alkylolamide, provides exceptional foam sta-

bility and is highly recommended for use in alkyl aryl sulfonate and fatty alcohol sulfate formulations where high foam stability is desired.

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**Lauryl Sulfates**—An extremely wide range of sodium, ammonium, potassium, and triethanolamine lauryl sulfates are available for detergent and other uses. These are obtainable in paste, liquid, or powder forms and are unmatched for purity and uniformity.

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20.2% of the market in four years is the record for a liquid dishwashing detergent in one major city. It now outsells all other dishwashing products in that market. Synthetic detergents as a whole have captured better than 50% of the market, nationally. Stepan Chemical Company has a complete line of liquid detergent bases and finished formulations to help soapers profit from this growing market. Many of these base materials are also advantageous for use in solid, flake, or paste form detergents.

the additional advantage of low de-fatting to the skin. They are ideal for use in shampoos, heavy-duty household detergents, and other detergents in liquid or solid form.

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Whiteness recovery (or fractional reflectance recovery):

$g_e - g_s$

$g_o - g_s$

$\times 100 = \text{percent recovery}$

Where  $g_e$  = green reading cleaned

"  $g_s$  = " " soiled

"  $g_o$  = " " original

Since a few calculations of some of the same data of soil or greyness reduction made according to the Kubelka-Munk relationship  $K/S = (1-R)^2$  indicated greater discrepancies in correlation with visual results, this type of calculation was not used further. However, from subsequent studies there are indications that it more truly represents actual soil removal conditions than the reflectance recovery as reported.

Yellowness increase, an important factor in evaluating a rug detergent, was calculated from a formula furnished by the maker of the reflectometer,  $y = G-B$ . Actual change in yellowing

$G$  could then be followed from the original to the soiled to the cleaned phase.

The performance of an arbitrarily chosen detergent was calculated from cleaning of about 60 samples with it and as a result a mean whiteness recovery of 46 percent was adopted as a reference point for comparing other detergents as to acceptability.

All detergents were ranked as equal to, better than, or poorer than the standard performance of 46 percent reflectance recovery. The spread of whiteness recovery for detergents equal to the assumed standard as calculated by simplified analysis of variance methods was about six percent each way, thus any detergent with a performance of between 40 and 52 percent was ranked as equal to the standard. Those above 52 percent were ranked as better than standard and those ranking below 40 percent as poorer than the standard. Out of about 47 detergents tested in the tufted cotton program almost half failed in performance.

Actually the norm of 46 percent reflectance recovery is low according to jury ratings in some experiments in establishing a customer acceptance greyness figure. For example about 60 percent recovery to the original whiteness was necessary before at least 65 percent of the jury pronounced the rug acceptable. The jury rating for acceptance is nearly always confused by such factors as yellowing, tuft bloom, matting, linting, and other changes in texture not specifically related to soil removal. Training of a jury to disregard these extraneous influences is a difficult matter whereas the instrumental values are additionally influenced only by the yellowness factor.

This yellowness factor is interesting in that if two samples have the same reflectance reading, one with a greater amount of yellow component will usually be chosen by the visual observer as the more soiled. Although a numerical index can be calculated for it and

it can be seen, it has not yet been able to assess its exact effect in the soil picture.

M. G. Kramer, Wyandotte Chemicals Corp., Wyandotte, Mich., read a paper co-authored by Howard Paitchel, Colgate-Palmolive Co., and W. A. Tidridge, Westvaco Chemical Division, Carteret, N. J. Entitled "Review of Literature on Theory and Practice of Redeposition Methods." It represents the joint effort of a task committee of T-5 charged with developing a laboratory method for measurement of redeposition of soil onto cotton from aqueous detergent solutions. The task group's first step was the publication of a bibliography of information pertinent to the problem. The paper reports information gathered in preparing abstracts for this bibliography and includes a critical survey of theory, existing methods and correlation of laboratory findings with practical results. Conclusions drawn here will be the basis for further action by the group in the development of a laboratory method for measurement of anti-redeposition properties of detergents.

"Advances in Reflectance Measurement as Applied to Detergency" were discussed in a paper of that name presented by Richard S. Hunter, Hunter Associates Laboratory, Falls Church, Va. Four major advances were stressed by Dr. Hunter: 1. Natural soils have been developed which are similar to those encountered in the day to day use of detergents; 2. Large area reflectometers have been designed to obtain average readings of non-uniform dirt distributions. As an example the instrument developed in Colgate's laboratory was cited. 3. Methods have been introduced which use blue light as well as green so that the yellowness as well as greyness of soils is involved in measurement of detergency. 4. Representative and reproducible methods have been devised for evaluating the contributions of optical bleaches or fluorescent whiteners. Dr. Hunter described recently developed instruments, among them

a simple reflectometer for measuring the contributions of optical bleaches to whiteness. The National Bureau of Standards units system of color difference is used by most methods of reflectance measurement. One of the few instruments capable of precise measurement without the use of standards is a spectrophotometer developed by General Electric. The price of the instrument is approximately \$13,000.

"Nuclear-Chicago Radioactive Test Swatches" was the title of a presentation by O. K. Neville, Nuclear Instrument and Chemical Corp., Chicago. A technique was described for evaluating the efficiency of a washing procedure by the use of radioactive soil swatches, a standard radioactivity detector, which includes a Geiger tube, and a scaler connected to a timing device. Three kinds of radioactive soiled swatches are available. The chemical composition of the soil is identical on all three, consisting of a standard mixture of fats, protein, and carbon black. In the type F swatch the fat component is labeled with radioactive carbon-14, in P swatch the protein is labeled with C-14, and in type C the carbon black is labeled. C-14 was chosen because it is long lived and harmless. Radioactivity of the swatches is only a fraction of the limit set for use without authorization by the Atomic Energy Commission. The cotton swatches measure three by five inches, bear a bulls-eye stamp, in the center of which is deposited a spot of radioactive soil. To determine the amount of soil removed, the amount of radioactivity present on the swatch is measured before and after washing by insertion in the detector. Use of the three types will yield information on the removal of each of the three chief constituents of common soil, in the presence of the other two. The method is not suitable for redeposition measurement because the charge required would be too large. It has been applied to the evaluation of dry cleaning procedures,

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where it has been found satisfactory.

"Dishwashing Detergent Evaluation" was described by H. T. Brumleve, Jr., Major Appliance Division, General Electric Co., Louisville, Ky. He explained the method employed by GE in testing detergents for use in its mechanical dishwasher. While soil, water, temperature, the time element, and the dishes are kept constant, various detergents are tested for such characteristics as solubility, density, surface tension, caking tendency, dustiness, etc. Detergency is evaluated by photometric methods.

### Determining Foaming

(From Page 46)

beater did not cause such violent agitation and this is what we finally adopted. On the other hand, a rotating period of 30 seconds was found to be sufficient to obtain equilibrium of the foam (formation-destruction.) Trials with other forms of beaters were not satisfactory (3). It is evident that it is not advantageous to emulsify too great a volume of air, the elimination of which depends on the viscosity of the solution and its surface tension.

It is easy to imagine universal adoption of such a method as this, considering the popularity of the "mixer" which is extensively used, not only for household purposes, but also for certain laboratory experiments.

Methods of using:

1. 200 cc of distilled water, at the required temperature is placed in the graduated bowl of the "mixer," then the apparatus is set in motion at speed  $V_1$ .

2. Add a small quantity of the foaming agent of which a 10 percent stock solution has been prepared, this is immediately distributed within the liquor.

For sodium soaps this strength is generally too high, as a gel is formed under these conditions or a solution which is too viscous. So, it is necessary to make up a

weaker stock solution, say, 2.5 percent, and to deduct from the 200 cc the additional volume of water introduced. This solution must be used immediately.

3. The speed is changed to  $V_2$ , for 30 seconds, using the disc beater and the upper and lower levels of the foam are read every minute for five minutes from which curves may be traced in function of the time.

These two readings are made for the following reasons:

- a) The variation of the upper level is indicative of the tenure of the foam. It is this appearance and behavior of foam which the housewife notices in her dishpan or when making ready the bathtub.

In the "antifoam" action, it is this level which is affected and in which the more or less speedy disappearance of the foam is observed.

- b) The variation of the lower level is connected, all things being equal, to the fineness and number of bubbles emulsified by the action of the disc beater, that is to say, according to the surface tension of the solution.

The difference of these two numbers indicates the height of the foam and shows its variation. We have made a series of trials on commercial detergents of widely differing constitution both in distilled water and in hard water of 300 ppm, at a temperature of 20°C., first by the Ross-Miles method (Table I, and then by the above described method using the mixer, Table II).

Agreement between the two methods was satisfactory in the case of most of the foaming agents submitted to trial, except for "Nekal" in distilled water, at low concentration. Its behavior can be explained by its chemical constitution, which is that of a pure wetting agent, a fact which was detected more easily by this method than by that of Ross-Miles.

It was noticed that a certain number of detergents, and generally those of medium foaming power in distilled water, foamed more a-

bundantly in hard water (nonionic type, and among the best, the secondary alkyl type), while the good foamers did not show any significant difference (alkyl-aryl type), Table III.

On the other hand there were some the foam of which was considerably lessened in hard water. This action is particularly noticeable in the case of the lauryl sulfate and aryl sulfosuccinate types of detergents.

Our thanks are due to Madame J. Lambert, who had charge of the experimental work.

### References

1. J. Ross, G. P. Miles. *Oil and Soap* 18, 99. (1941)
2. H. L. Sanders, *Soap Sanit. Chem.* 27, 39 (1951)
3. H. Machemer, W. Aderhold, K. Heinz, *Fette und Seifen* 55, 665. (1953)

— ★ —

### Monsanto Shifts Grisham

Charles L. Grisham has been transferred to the advertising and sales promotion department of the organic chemicals division of Monsanto Chemical Co., St. Louis, from a similar post with the firm's plastics division in Springfield, Mass. The announcement was made early this month by John L. Hammer, Jr., director of marketing. Mr. Grisham had been in Springfield since 1951. A native of St. Louis he had previously been in the advertising department of Stix, Baer and Fuller, of that city.

— ★ —

### New Amorphous Silica

A new form of amorphous silica, recommended for use as a thickening and bodying agent in water suspensions was introduced recently by Philadelphia Quartz Co., Philadelphia. Designated "QUSO", the new product is a white free flowing powder of light weight and a surface area that can be varied between 135 to 215 square meters per gram. Available with a pH ranging from 6.0 to 9.0, it is hydrophilic, heat stable, and completely insoluble.



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# Products and PROCESSES

## Fat from Soap Solutions

A continuous process for recovery of fatty matter from aqueous soap solutions is described in a recent British patent. The soap solution is mixed with an acid substance in a manner which avoids substantial formation of acid soaps. The water-in-oil emulsion clots dispersed in the resultant mixture are broken up and the mixture is thereby converted into an oil-in-water dispersion and the fatty phase separated from the aqueous phase. British patent 7,194,72 (1954), Unilever Ltd., London.

## Surfactants from Ketones

Surface active agents useful as wetting, foaming, dispersing and washing agents are obtained by introducing hydroxyalkyl or polyhydroxyalkyl radicals (preferably by means of ethylene, propylene, butylene oxide, or glycidol) into ketone mixtures of the formula  $RCOR'$  where R and R' are saturated or unsaturated alkyl groups having five to nine carbon atoms. The ketone mixtures are derived from ketonization of low boiling fatty acids from paraffin oxidation. In an example, a paraffin with a melting point at 52° (derived from low temperature carbonization of brown coal) was oxidized. The oxidation product was saponified with aqueous sodium hydroxide. Unsaponifiables were removed, the soap mixtures acidified, and the crude fatty acids were distilled. The  $C_6$  to  $C_{10}$  fatty acid fraction was converted to a ketone mixture by heating in the presence of iron powder to about 250°. 100 parts of this ketone mixture were mixed with one percent EtONa and treated in an autoclave with 315 parts ethylene oxide at 150°. This procedure yielded a readily water soluble wax-like product. Similar treatment of a ketone mixture from a  $C_7$  to  $C_9$  fatty acid mixture with propylene oxide yields an oily prod-

uct which gives on sulfonation a readily water soluble sulfonate with good foaming properties. German patent 767,812 (1953) Badische Anilin & Soda Fabrik.

## Fatty Alcohol Method

An improved fatty alcohol manufacturing process, said to give almost theoretical yields, is available for licensing by a United States company, it was announced recently by H. L. Barneby Chemical Processes, 835 N. Cassady, Columbus 19, O. Alcohols are made by direct hydrogenation of either fats or fatty acids employing a copper-containing catalyst. No esterification step is required. The method is suitable for batch or continuous production and for either small or large scale operation. Pilot plant facilities are available.

## Sorbitol In Toothpaste

Sorbitol, alone or in combination with glycerin, is finding increasing use in toothpaste formulations according to the most recent issue of "Chemunique," a publication of Atlas Powder Co., Wilmington, Del. Like glycerine, sorbitol acts as a binder and bodying agent and keeps the paste from drying out or getting too stiff in the tube. Its taste properties are said to be desirable. "A Guide to Cosmetic & Pharmaceutical Formulations" shows toothpaste formulations incorporating this product. The guide is available from Atlas free of charge.

## New Creme Rinses Quat

Commercial availability of "Pendit CA," a blend of high molecular weight quaternary ammonium compounds and fatty alcohols for use in creme rinse formulations was announced recently by Raymond Laboratories, Inc., St. Paul, Minn. The product is offered for sale through M. H. Baker Co., Minnea-

polis, national sales agents for Raymond. Data sheets and a suggested formula for a creme rinse are available.

## New ADM Resins List

A new 31-page catalog listing vehicles and resins was published recently by Archer-Daniels-Midland Co., Minneapolis, Minn. Specifications, performance data, and suggested uses for each product are included and a number of charts giving basic data helpful to the formulator are appended.

## Kinetic Dispersion Mill

An improved laboratory model mill for test and pilot dispersions utilizing kinetic energy was introduced recently by Kinetic Dispersion Corp., 95 Botsford Place, Buffalo 16, N. Y. The mill is suggested for use with slurries, emulsions, and mixtures and the insecticide and propellant industry are named among potential users of such equipment.

The work of dispersion is done by kinetic energy employing the same principle as the high speed, kinetic plant scale "Kady" mills. A solid agglomerate in a liquid carrier is accelerated very rapidly by a rotor within a slotted cylindrical stator. The solids impinge against the slots and are dispersed without use of shear or the reliance on close tolerances between moving parts under pressure. Thus the mill is not subject to loss of efficiency from wear.

Capacity of the laboratory mill is  $\frac{1}{3}$  to  $\frac{1}{2}$  gallons. All working parts are stainless steel. Bench mounted the unit occupies 25½ inches by 15¼ inches maximum. Height required is less than 30 inches including the hydraulic lift retracting the dispersion head from the container. The motor is one horse power, three phase, 220/440 volt, and explosion proof. The mill is delivered ready to operate upon connection to electric power and water. Literature supplying more details is available from the manufacturer.



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## PRODUCTION *Clinic*

By E. G. Thomssen, Ph.D.

**A** PRIME responsibility of a production executive or supervisor is to instill efficiency and economy into manufacturing operations. Many persons in production positions are so close to their work that sometimes they fail to recognize defects in their operations. As a result they do not institute methods or install devices which would overcome such shortcomings and thus provide better operating procedures.

Certain steps that have proven helpful in one phase of increasing plant efficiency, notably labor saving, might be mentioned. These include economies in manpower, savings by machines and equipment, more economical use of materials and cost reductions through improved procedures.

In spite of our pride in American manufacturing efficiency, there is still a great amount of labor which is not employed as productively as it might be. By labor we imply not only manual labor, but refer to brain power as well.

The most common wastes in manpower are: duplication of work; performance of work by hand that might better be done by machines; complicated, improper and, at times, too high work standards; and the use, or "mis-use," of intelligent, high-salaried employees to perform menial tasks. In addition, time and labor are wasted by executives and supervisory personnel in making unimportant decisions, and by being involved in petty details that should be delegated to subordinates. Simple and expensive as these losses in money and effort are, it is surprising how prevalent they are. Production executives should ever be on the alert to discover and correct them. They are recurring losses, which periodic surveys would uncover and thus materially assist in

utilizing manpower to the peak of efficiency.

Economies effected through greater use of machines and equipment receive closer attention in most cases than savings of manpower. The criteria employed for judging possible savings through mechanization are more obvious than those for using manpower more profitably. Mechanization involves some of the following choices: Should certain pieces of machinery and equipment be scrapped and replaced by improved ones? Is the location of the processing and packaging machinery right? Would new locations for new work areas result in better operations? Could idle machine time be put to profitable use? Is there a better way of lessening and economizing on time required to clean machines and processing equipment? Are all machines receiving correct maintenance, especially cleaning and lubrication? These details, as well as many others peculiar to various plant operations, are important. They should receive constant consideration.

It is difficult to set up work standards for many operations in the chemical specialties industry. Specifications covering the quality

of finished products are easier to establish than work standards. Standards covering the appearance of finished products can be devised using typical, neat appearing finished items that are readily available or easily visible. These can be used to measure the quality of packaging operations in progress. There is a lot of sloppy packaging being done today, especially where hand work is involved. A standard should be established and adhered to. It need not be complicated, too demanding or too costly. Packaging of average cost and relatively uncomplicated has been found to be most satisfactory from a production standpoint. Standards should not be inflexible, and should be improved from time to time.

Economies in manufacturing procedures can be extremely comprehensive. They are closely allied to the general layout of the plant and its supervision. The office work in the factory also has a bearing on the general question of economical and efficient plant operations. Substantial savings may be achieved through sound plant layout. Considerations involved include:

1. Is the arrangement of the work area and available manufacturing space being used to the best advantage? If not, could a new layout be devised economically to avoid lost motion and unnecessary steps or effort on the part of employees. An illustration of this point comes to mind. A certain powdered raw material developed hard lumps during storage. These had to be reduced in a mill before being compounded into a detergent. As a mill was available on the same floor at some distance from this mixer, the product was carted and elevated in sacks to a mezzanine platform, emptied and passed through the mill. The material that had been ground then was filled into barrels, shovelled into the boot of an elevator and conveyed to the raised mixer hopper. Merely by mounting the mill over the mixer

Dr. Thomssen





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Most people think that 99 44/100% is about as pure as pure can be. Yet, it is the other 56/100% that keeps "Soapers" awake nights because it is this tiny, fractional percentage of impurity that can ruin the formulation in the "batch" or on the dealer's shelf — especially if it consists of contaminating metallic ions.

#### VERSENE • ELIMINATES SPOILAGE

The metallic ion contamination, found in most ordinary process chemicals and process water, spoils all kinds of soap and syndet formulations. It causes rancidity and color change, reduces detergency, clogs dispensers, produces "insolubles," destroys lather, forms film, upsets stability and creates cloudiness. The *right* Versene product properly added at the *right* time to your formula, process or product can prevent, correct or eliminate the spoilage caused by this kind of contamination.

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Independent Chemical Corp., One Hanson Place, Brooklyn 17, N. Y.	Braun Corporation, Los Angeles, California
Boroda & Page, Inc., Houston, Dallas, Corpus Christi, New Orleans,	George Mann & Co., Inc., 251 Fox Point Blvd., Providence, R. I.
St. Louis, Wichita, Oklahoma City, Tulsa, Kansas City, Mo.	European Manufacturing Agent:
Braun-Knecht-Heimann Co., Salt Lake City, Utah	Rexolinfabriken Aktiebolag, Helsingborg, Sweden

- and conveying the lumpy product to the hopper of the mill at the proper speed it was possible to eliminate three quarters of the labor formerly required by the operation.
2. Are manufacturing bottlenecks resulting in idle labor? Very often one finds part of the labor force idle, especially in straight line production, while others are rushing to keep up. The simple procedure of relocating certain individuals or selecting employees more adept at one operation than another may eliminate the pile-up. Another procedure that has been found to be advantageous is to stagger the workers so that the variations in their operations do not become monotonous and result in fatigue. Rest periods at varying intervals also result in higher production.
3. Peak periods and even distribution of work should be studied to achieve a more uniform flow. When work piles up, confusion prevails and results in poorer grade work, as well as less efficiency.
4. Where information regarding factory work details must be sought from time to time by employees, means should be devised to make this procedure more accessible so that it becomes unnecessary to leave the room or working space.
5. Office work in the factory at times can cause friction between departments. A survey of the work by a disinterested outside staff is advantageous. Among the improvements to be considered are whether all parts of the office work are essential, what parts could be omitted or shortened, could record forms be simplified, can forms be devised which merely require an "x" mark instead of written words and could spot checks in inventories, etc., be reduced. In one large plant with which we were intimately associated, improved procedures of this type reduced factory office work red



tape to less than half, even though the company spent a large sum to introduce a cumbersome system. The improved procedure worked more smoothly, reduced losses, gave a better picture of costs, lessened factory and office employee friction and economized on labor and office supplies.

Other improvements in operating procedure are also possible and will be enlarged on next month.

### Geosyl's Anniversary

**E**TS. GEOSYL, Saint Denis (Seine), France, have issued an attractive historical booklet commemorating the fortieth anniversary of the company. They make a series of chemical products to combat disease organisms which attack man. The company was founded by Georges Salmon with the primary purpose of making a new disinfectant to replace cresol. The disagreeable odor of cresol was much disliked in France by hospitals, schools, hotels, restaurants and other public buildings. From a modest beginning, interrupted for several years by two World Wars, the company has made healthy progress. Since 1949 the tonnage of all chemicals sold annually has mounted from 477 tons to 716 tons. The line has been constantly expanded to include not only disinfectants but antiseptics, insecticides and many other chemicals for use in public health work.

### Anti-caking Agent

**C**AKING of powdered products during storage is an annoying problem that is especially acute during warm, humid weather. To overcome caking, Davison Chemical Co., Baltimore 3, Md., has developed "Syloid 244," a white, fine, feather-light, uniform silica gel.

### Semi-Automatic Filler

**A** PORTABLE, semi-automatic vacuum filler is now available and should be of interest particularly to smaller chemical specialties manufacturers. A companion unit, an easy-to-operate, fast, flexible

screw capper is also available from the same firm, Scientific Filter Co., 59 Rose St., New York 38, N. Y. The semi-automatic filler may be used for direct filling from drums, and is adaptable for sizes of containers ranging from vials to quarts. The combination of the filler and capper are reasonably priced and quickly pay for themselves even where volume production is modest.

### Sacking Scale

**A** CONVENIENT sacking scale that fills, weighs and has a visible check of weight is now avail-

able from Exact Weight Scale Co., Columbus 8, Ohio. The operation of the scale is so simple that one operator may fill as high as 100 tons of free flowing, powdered products per day. All types of bags may be filled and five different models are available.

### New Natl. Aniline Plant

National Aniline Division of Allied Chemical and Dye Corp., New York, is building a multi-million-dollar plant to produce organic isocyanates at Moundsville, W.Va.

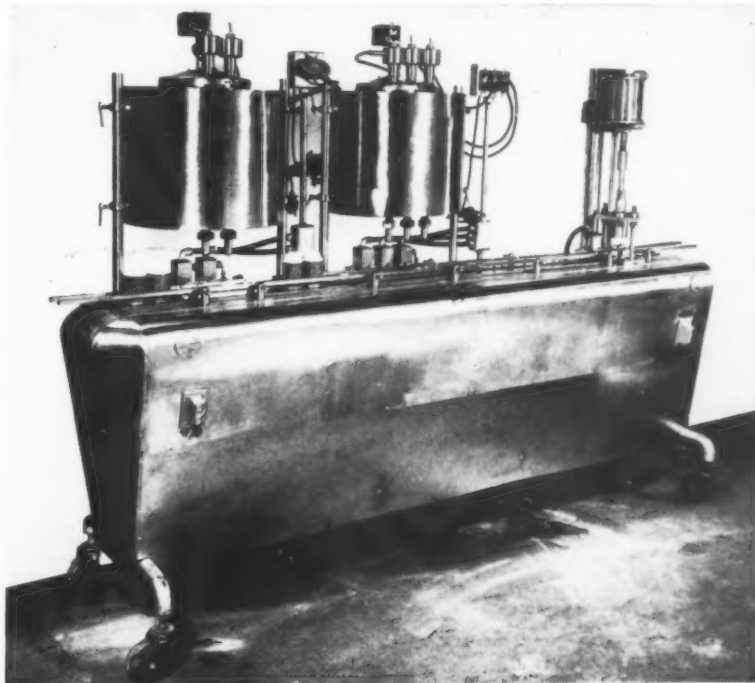
An automatic aerosol filling machine working by the "Electromatic" principle was introduced recently by Mojonier Dawson Co., Franklin Park, Ill. Shown here is a machine designed to fill 30 cans per minute with propellant and product by the cold filling method. The "Electromatic" principle works as follows: Within the inner shell of the two insulated product — concentrate tanks illustrated is a float valve acting to maintain a constant product or propellant level. The float ball used actuates, via a connecting vertical rod, the micro switches above each tank controlling valves from propellant and product sources to the filler tanks shown.

With a constant level of product and propellant, these flow at an unvarying rate through the filling nozzles shown when each nozzle's valve is open.

Each nozzle's valve consists of a ball and a nozzle ball rod extending vertically up to their respective electric coil cases above each filling spout (coil cases shown atop filler tanks).

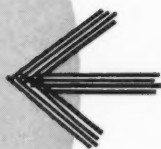
Electronic timers (not shown in photo) control the length of time each coil case is energized electrically to function as a solenoid valve by the lifting of the nozzle ball rod and thereby opening each filling spout. Timers are "fired" by the action of each can tripping the micro switch shown below each filling spout. With the coil energized via the timer, the filling spout valve is opened for the required period of time to accomplish the desired fill, and fill ceases by the timer breaking the circuit causing the nozzle rod and ball to reset. At extreme right is aerosol valve crimper for completion of cold filling operation.

The same unit can be modified for pressure filling. Further details on model "IM-30C" are available from the manufacturers at 9151 Fullerton Avenue, Franklin Park.



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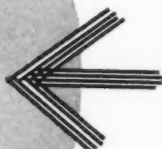
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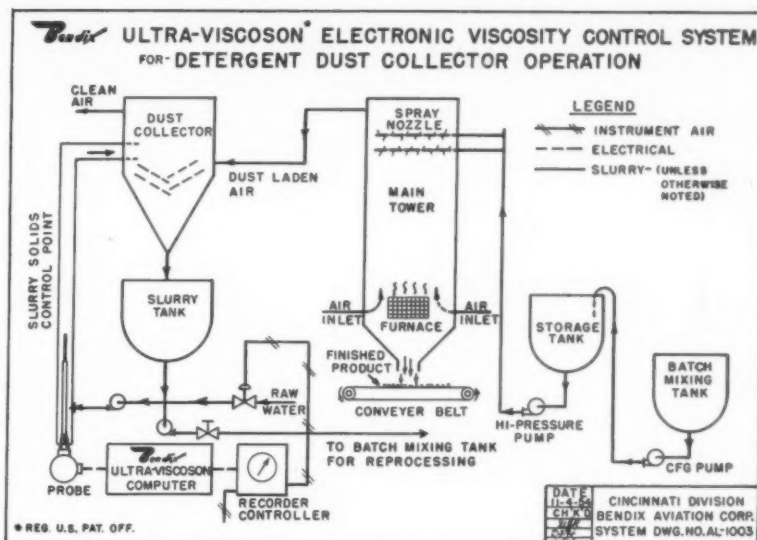
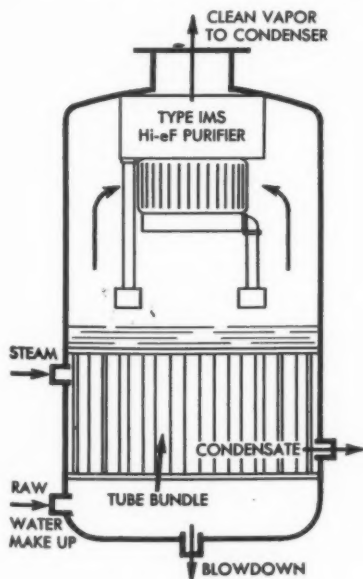
## Spray Tower Viscometer

An electronic viscometer for percent solids control of detergent slurries was introduced recently by the Cincinnati Division, Bendix Aviation Corp., Cincinnati 2, under the trade name "Ultra-Viscoson." Bendix reports that during eight months' operation on a dust collecting tower, the device has successfully recorded the percent solids in the detergent slurry; controlled the solids content to a predetermined percentage to within plus or minus one percent; maintained optimum dust collection, thereby minimizing loss of detergent to atmosphere; and increased pumping efficiency.

The viscosity sensing probe, which is illustrated, is hermetically sealed and contains an explosion-proof junction box. It can be mounted by means of standard pipe fittings, directly into process pipe lines. The probe is connected to an electronic computer which translates the damping effect of the slurry on the vibrating reed of the probe into percent solids information.

## New Purifier for Stills

Higher purity control in evaporators is said to result from installation of an improved purifier in the vapor chamber of evapora-



Top: diagrammatic drawing of detergent dust collector operation showing use of "Ultra-Viscon" electronic viscometer system. Probe and computer are shown in the photograph below diagram.

tors at the outlet. Trade named "Hi-eF," these purifiers were introduced recently by V. D. Anderson Co., 1935 West 96, Cleveland 2, who will supply detailed information on request. The purifier removes entrained particles from the vapor before it is delivered to the next process stage and increases in some instances the operating capacity of the evaporator. The action of "Hi-eF" is based on controlled centrifugal force which eliminates the need for moving parts of filters requiring maintenance. The puri-

fier is available in a wide range of materials and sizes.

## Leakproof Pumps

The installation of sealless "Chempump" centrifugal pumps for the handling of "Freon" and other hard to handle fluids is described in a four-page folder, available from Chempump Corp., Station F, 1300 East Mermaid Lane, Philadelphia 18. The folder, which is a reprint of an article, gives details of installation of these leakproof pumps.



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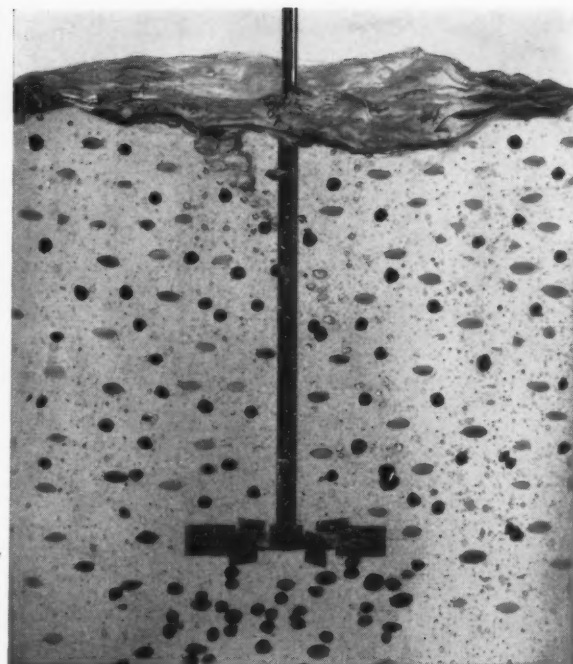
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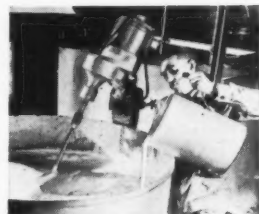
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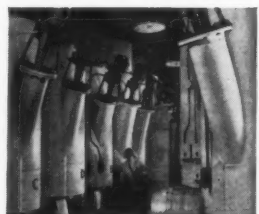
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# NEW Patents

The data listed below is only a brief review of recent patents pertinent to the readers and subscribers of this publication. Complete copies may be obtained by writing to the publisher of this magazine, Mac Nair-Dorland Co., 254 W. 31st Street, New York 1, N. Y., and remitting 50c for each copy desired. For orders received from outside of the United States the cost will be \$1.00 per copy.

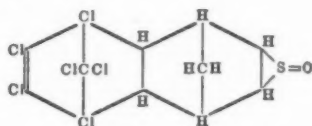
**No. 2,702,278. Detergent Compositions Having Improved Foam Persistence,** patented by Martin E. Cuperly, New Castle County, Del., and George O. Funderburk, Upper Penn's Neck, N. J., assignor to E. I. du Pont de Nemours & Company, Wilmington. A composition of matter is described for cleaning greasy articles, comprising a non-cationic, foaming, organic detergent and N-dodecylacetamide, the quantity of the latter being not less than 20% by weight of said detergent and not greater than the quantity capable of being rendered water-soluble through the hydrotropic action of said detergent.

**No. 2,694,081. Process for the Decomposition of Unsaturated Fatty Acids,** patented by Werner Stein, Dusseldorf-Holthausen, and Helmut Hartmann, Dusseldorf, Germany, assignors to Henkel & Cie, G. m. b. H., Dusseldorf, Germany. A process for the degradation of unsaturated higher fatty acids is covered which comprises heating the alkali metal salts of said acids with caustic alkalis in the presence of cadmium.

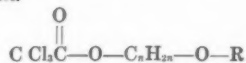
**No. 2,695,839. Method and Compositions for Killing Weeds,** patented by John W. Kenney, Jr., Long Beach and Joseph W. Girard, Hermosa Beach, Calif., assignors to Great Lakes Carbon Corp., New York. A composition is described for killing growing weeds comprising essentially a calcined diatomaceous earth aggregate impregnated with herbicidal agent, said aggregate having a minimum particle size of about +30 mesh and being resistant to abrasion, crushing and to slacking when wet by water.

**No. 2,694,073. Halogenated Heterocyclic Insect Toxicant and Process of Preparing Same,** patented by Samuel Barney Soloway, Denver, Colo., assignor, by mesne assignments, to Shell Development Co., Emeryville, Calif. The patent covers the compound

1,2,3,4,10,10 - hexachloro - 6, 7 - episulfoxy - 1,4,4a,5,6,7,7,8,8a - octahydro - 1, 4, 5, 8 - dimethano-naphthalene melting with decomposition at about 202° C., and having the following structural formula:

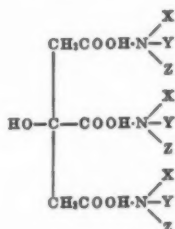


**No. 2,693,407. Method and Composition for the Control of Undesirable Vegetation,** patented by Arthur W. Swezey, Garden Grove, Calif., assignor to Dow Chemical Co. A concentrate composition for the suppression of the growth of vegetation is described comprising as an active toxic ingredient a trichloroacetate of a chloroaryloxy alkanol, having the formula



wherein  $n$  represents one of the integers 2 and 3 and R represents a chloroaryl radical, in admixture with at least one material selected from the group consisting of finely divided inert solids and surface active dispersing agents, the active ingredient being present in the amount of from 5 to 95 percent by weight.

**No. 2,694,625. Herbicidal Composition,** patented by John C. R. Warren, Elmira, Ontario, Canada, assignor, by mesne assignments, to Union Carbide & Carbon Corp., New York. The patent deals with a new composition of matter, a concentrated formulation of an organic amine salt of polychlorophenoxyacetic acid, said acid being present in amount equal to at least 20% by weight of said formulation, said formulation containing a tribasic amine citrate having the formula



where X, Y, and Z are each selected from the group consisting of hydrogen, lower alkyl and lower hydroxy-alkyl, not more than two members of each series of X, Y, and Z being hydrogen, said citrate being present in amount effective to prevent objectionable precipitation upon dissolution of said formulation in hard water.

**No. 2,702,279. Detergent Compositions Having Improved Foam Persistence,** patented by George O. Funderburk, Upper Penn's Neck, N. J., and Victor R. Hurka, Wilmington, Del., assignors to E. I. du Pont de Nemours & Company, Wilmington, Del. The patent deals with a composition of matter for cleansing greasy articles, comprising a detergent and an adjuvant, said detergent being a betaine compound selected from the group consisting of C-alkyl betaines and N-alkyl betaines whereof the said alkyl radicals contain from 10 to 16 C-atoms, and said adjuvant being the water-insoluble condensation product of 1 mole of dodecyl alcohol with substantially 1 mole of ethylene oxide. The quantity of adjuvant is not less than 10% by weight of said betaine compound and not greater than the quantity capable of being rendered water-soluble through the hydrotropic action of said betaine compound.

**No. 2,701,759. Herbicidal Compositions,** patented by Albert W. Feldman, North Haven, and Allen E. Smith, Oxford, Conn., assignors to United States Rubber Company, New York. The method of controlling weeds in soil, covered by this patent, comprises applying to the soil surface before emergence of weeds a herbicidal amount of a composition comprising an aqueous dispersion of hydrocarbon oil which boils above 150° C. and material selected from the group consisting of N-(1-naphthyl)-phthalamic acid, its salts and esters.

**No. 2,701,760. Herbicidal Compositions,** patented by Allen E. Smith, Oxford, and Albert W. Feldman, North Haven, Conn., assignors to United States Rubber Company, New York. A method is disclosed of controlling weeds in soil which comprises treating the soil before emergence of weeds with a herbicidal amount of calcium N-(1-naphthyl)-phthalamate.

**No. 2,702,813. Refining of Fatty Oils and Fats,** patented by Frank E. Sullivan, Staten Island, N. Y., assignor to The De Laval Separator Company, Poughkeepsie, N. Y. In the refining of fatty oils, wherein caustic soda is mixed with the crude oil to neutralize the free fatty acids therein, and in which the resulting soapstock is separated from the refined oil, the improvement which comprises adding phosphoric acid to the crude oil in an amount, on a full strength basis, in the order of 0.1 to 0.4% by weight of the crude oil, and reacting it with the oil to form addition compounds prior to the mixture of the caustic soda with the oil, thereby reducing the subsequent refining losses, and then introducing the caustic soda into the mixture and centrifuging the mixture at an emulsion-breaking temperature.

**No. 2,702,277. Detergent Composition,** patented by Paul W. Kinney, Phillipsburg, N. J., assignor to General Aniline & Film Corporation, New York. Disclosed is a detergent composition comprising a water soluble

(Turn to Page 113)

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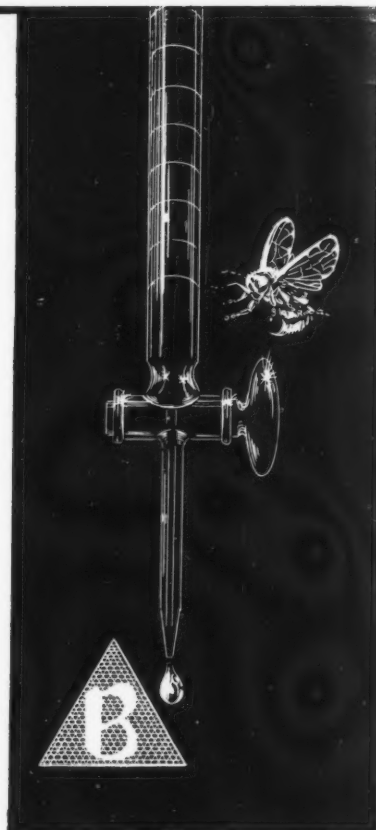


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# SOAP PLANT *Observer*

By John W. McCutcheon

**T**HE growth of surfactants as reviewed by the Tariff Commission Reports shows an annual average increase of 23 percent over each previous year for the past 10 years. What types are growing the fastest? What types now small, may expand their share of the market within the next few years?

These are pretty live questions at the moment.

Non-foaming non-ionic detergent materials have been receiving a great deal of attention. The ethylene oxide derivative of tall oil for use in non-foaming household detergents is one group being watched. Another is the ethylene oxide condensate of alkyl phenols, long typified by such well known products as "Igepal CA," and "Triton X-100." Such products are good detergents. Tests on them in the writer's laboratory have substantiated this many times.

One large producer of alkyl phenols says that he expects these materials will have a permanent place in fields where foam is a definite nuisance. These producers tread softly, but undoubtedly carry a big club! The orthodox soapers



are actively interested in these trends, as evidenced by various test market products around the country. Producers of alkyl phenols are studying the situation.

It is interesting to compare the growth characteristics of two groups that contain such products. Non-sulfated and non-sulfonated esters and ethers of the cyclic group, as classified by the Tariff Commission Reports, would contain the alkyl phenols. Production of this class from 1947 through 1953 as 100 percent active material and to the nearest million pounds is as follows: 12, 17, 30, 26, 27 and 42.

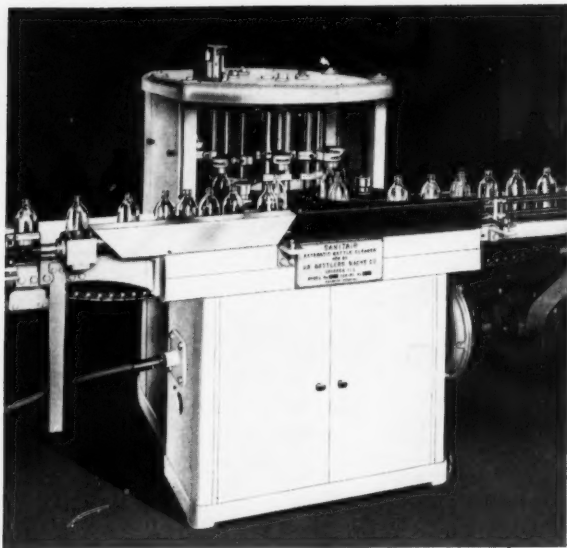
A healthy but not spectacular rise. The non-ionic tall oil ethylene oxide derivative would be found among the acyclic group of the same general class, and production for the same period is as follows: 9, 15, 20, 20, 36 and 70. The rise here within the past few years is rather spectacular.

Alkyl aryl sulfonates have really shown a spectacular increase; rising from 55 million pounds in 1947 to 364 million pounds in 1953. The sulfated alcohols, another large detergent class of surfactants, have held fairly even. With additional research on tallow use as a detergent type material, the writer feels that the sulfated alcohols could very well reach the 200 million pound production mark within the next few years. The 1953 figure is 127 million pounds. The complete breakdown of the Tariff Reports by class, over the past ten years is given below. The classes are grouped in such a way that the principal detergent materials appear first.

Now the increase in detergents has certainly caused some backsliding in soap use, as was discussed in our February column. In fact one speaker at the annual Soap Convention earlier this year made the statement, when referring to the soapmaker,—"right down to the day he makes his *last pound* of soap—if that day ever comes". It may be sooner than a lot of people think. Soap made last year was more than

Surfactant Production in Millions of Pounds

	1945	1946	1947	1948	1949	1950	1951	1952	1953
1 Dodecylbenzene sulfonate, cyclic .....	.....	46	55	101	147	262	317	307	364
2 Alkyl naphthalene sulfonate, cyclic .....	8	6	3	2	2	3	3	6	6
3 All other sulfonates and sulfates, cyclic .....	.....	.....	8	11	18	22	27	49	48
4 Nonsulfated and sulfonated esters and others, cyclic .....	.....	.....	12	17	15	30	26	27	42
5 Nonsulfated and sulfonated nitrogen containing, cyclic .....	3	1	1	2	2	3	3	4	5
6 Sulfated alcohols and esters, acyclic .....	11	79	97	92	93	170	129	126	127
7 Nonsulfated and sulfonated nitrogen containing, acyclic .....	3	5	8	18	16	29	26	37	53
8 Salts of fatty acids, acyclic .....	.....	1	.....	1	1	3	5	6	8
9 Sulfated and sulfonated nitrogen containing, acyclic .....	9	10	10	15	9	13	6	4	7
10 Petroleum aromatic sulfonates, cyclic .....	24	37	34	43	40	63	83	85	129
11 Nonsulfated and sulfonated esters, acyclic .....	.....	10	5	9	15	20	20	36	70
12 Sulfated and sulfonated acids, acyclic .....	2	5	3	5	4	4	4	3	5
13 Sulfated and sulfonated oils, acyclic .....	43	39	39	35	41	54	44	52	58
14 Petroleum sulfonates, acyclic .....	11	.....	14	22	27	.....	.....	.....	.....
15 Unclassified, acyclic and cyclic .....	70	5	2	1	.....	.....	.....	.....	.....
Total .....	184	242	291	375	430	676	693	742	922



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one billion pounds less than it was seven years ago! The granulated household soap market has been hit hardest by synthetics, and if one were to make a chart showing the history of this product, one must conclude that there is small likelihood of any soap powder being made by 1960! In 1939, for example, granulated soap products were on the rise and 900 million pounds were made. This was mostly at the expense of laundry bars. By 1947, granules had risen to over 1500 million pounds. Laundry bars, at this point, had dropped from 1200 to 800 million pounds. Between 1947, when heavy duty synthetics first appeared on the retail market, and 1955, the yearly production of granulated soap products has fallen to 500 million pounds or one third of its 1947 peak year. Laundry bar soap output has continued to fall so that currently it represents less than 20 percent of what it was in 1939. This subject has been discussed previously in this column, although without these figures. The point not previously discussed is the effect these changes have on glycerine production.

Were it not for synthetic glycerine, it is reasonable to assume that prices of glycerine would be fantastically high. The latest data indicate that U. S. domestic consumption runs about 200 to 225 million pounds per year. Present soap production would account for not much more than half this with fatty acids supplying another 30 to 40 million pounds and synthetic making up the balance of some 70 million pounds. Fatty acid production has been increasing, but not fast—about three percent per year. As a source for glycerine production, the increase in fatty acid output is relatively unimportant. On the basis of continued soap decline, it is quite possible that by 1960 soap and fatty acid production together will yield less than 100 million pounds of glycerine. By 1960 domestic requirements will probably be about 270 million pounds. (See estimate of 268 million by Scott

Pattison, manager of the Glycerine Division, A. A. S. P. G., "*Changing Times For Glycerine*," which begins on Page 41 of this issue.) On this basis, about 170 million pounds of synthetic glycerine will be required. There is little more than half of this synthetic capacity available at present. As far as is known, only one company besides Shell is contemplating a synthetic glycerine program, Dow Chemical Co. It is possible that this production situation is well in hand. However, speaking from past experience, it is also quite likely that no one will do anything about it until the pressure is on about 1958, when there will be a mad scramble to get on the band wagon. Soapers would do well to overhaul their glycerine plants right now and make sure their recovery is up to standard. What the standard should be will be the subject of a subsequent report.

\* \* \*

**N**EXT month we will report on the American Chemical Society meeting held in Cincinnati, early this month. One of the features an interesting symposium on detergents was presented before the Literature Section.

\* \* \*

**P**RESENT literature noted includes a new titrimeter by Fisher Scientific Co. The writer well remembers the first unit of this now commonplace device he ever saw. It was built from drawings submitted by the head office almost five years ago. It consisted of one Leeds and Northrop sensitive galvanometer, a calomel cell built from scratch, a stirrer, and an ordinary burette. The trick was to get the stirrer, burette tip and calomel electrode-bridge into a space small enough to accept the neck of a 250 ml. Erlenmeyer. The latter was slipped up and down on a swing plate. It took the machine shop three weeks to make the plate. Standing in line took up the time, not the work. We reached the pinnacle when we sent the parts all out to be chromium plated. It works, however, and for many years was our

standard equipment for bichromate glycerine analysis. The writer never recommends making a piece of equipment that can be bought. It just does not pay. This principle has been adhered to throughout the years. Money spent on laboratory equipment is well spent. It is the tool of the chemist just as much as a saw is the tool of the carpenter. It is foolish to expect good work from poor tools.

— \* —

### Hercules Defoamer Data

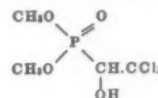
"Defoamer 4" is described in a folder available from Hercules Powder Co., Wilmington, Del. The defoamer comes in the form of two and one half pound bricks. Each brick makes 40 gallons of a final dispersion at 0.75 solids.

### New Patents

(From Page 109)

synthetic non-ionic surface active agent derived from a compound containing at least six carbon atoms and a reactive hydrogen atom. Said agent further contains a polyoxyethylene chain of at least four ethenoxy groups, and from about 5 to about 40 percent by weight thereof of a water soluble salt of an interpolymer of a lower alkyl vinyl ether with maleic anhydride.

**No. 2,701,225.  $\beta,\beta,\beta$ -Trichloro- $\alpha$ -Hydroxyethylphosphonic Dimethyl Ester and Insecticidal Composition Thereof**, patented by Walter Lorenz, Wuppertal-Elberfeld, Germany, assignor to Farbenfabriken Bayer Aktiengesellschaft, Leverkusen, Germany. The patent covers  $\beta,\beta,\beta$ -Trichloro- $\alpha$ -hydroxyethylphosphonic dimethyl ester of the formula:



Insecticidal composition containing  $\beta,\beta,\beta$ -trichloro- $\alpha$ -hydroxyethylphosphonic dimethyl ester as active agent and an insecticidal adjuvant as a carrier therefor.

**No. 2,696,501. Process of Manufacturing Alkali Salts of Sebacic Acid**, patented by Werner Stein, Dusseldorf-Holthausen, Germany, assignor to Henkel & Cie, G. m. b. H., Dusseldorf-Holthausen Germany. The process of manufacturing alkali salts of sebacic acid is disclosed which comprises treating castor oil with caustic alkali at high temperatures in the presence of cadmium.

### "Chlorothene" Pamphlet

Information on "Chlorothene" (inhibited 1,1,1-trichloroethane), a new cold degreasing solvent made by Dow Chemical Co., Midland, Mich., is now available in pamphlet form from the firm's solvent sales department. Specifications, properties, relative evaporation rates, toxicity factors and vapor pressure are covered. "Chlorothene" is said to be suitable for cold cleaning, dip cleaning, and bucket cleaning operations.

### Solvents Data from Carbide

Data on 13 glycol-ethers produced by Carbide and Carbon Chemicals Co., New York, are presented in a recently published 41-page illustrated brochure. Descriptive and use information is given in text, tables, and graphs and a bibliography is included.

### Chloromethanes Brochure

A new 28-page book giving information on the physical and chemical properties of chloromethanes is available from Solvay Process Division, Allied Chemical & Dye Corp., 61 Broadway, New York 6. Latest charts, research material, azeotrope tables, and information on the use, handling and storage of these chemicals is included.

### Nonionics . . .

(From Page 50)

and W represents the weight of camphor. The number of ethylene oxide units (N) in a detergent of unknown hydrophobic composition is then calculated as follows:

$$N = \frac{M - 245}{44}$$

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5. J. V. Karabinos, G. E. Bartels and G. E. Kapella, *J. Am. Oil Chemists' Soc.*, 31, 419 (1954).
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### Perfuming Toilet Soap

(From Page 52)

into the more specialized and discriminating markets. It is good, nevertheless, to note that firms like Gahns in Sweden and Morny in England still find eager markets for their colored toilet and bath soaps that all possess well-defined, elegant and satisfying odors. The same observation applies, of course, to many other firms, both American and European, and especially to those who, like Yardley and Coty, have a high reputation not merely for soaps but also for perfumes, cosmetics and toilet preparations.

For those toilet soap makers who wish to combine in their wares Mr. Robert's elegance and novelty with the commoner attribute of pleasantness, I would recommend a study of the world's leading brands of medium to high-priced tinted soaps. Attention might also be profitably drawn to François Harlan's classification of odors,<sup>(7)</sup> the third group of which relates to perfumes appreciated by both sexes, namely rose, rose-lavender, lilac, rose-neroli, lily-of-the-valley, fern, lavender, Cologne and "Palmolive" types. To these I would personally add woody odors, modified Russian leather odors, aldehydic bouquets; gardenia, honeysuckle and some of the other, less common floral types. Some interesting effects can be achieved by devising up-to-date variations on some of the older favorites: chypre, Brown Windsor and certain oriental bouquets. Some useful hints on such modernizations have been given by Samuel Klein,<sup>(8)</sup> Paul Spencer<sup>(9)</sup> and Philip Chaley-er,<sup>(10)</sup> all of whom refer to the pos-

sibility of introducing the less common odorants in order to achieve originality. Some of these odorants I have already mentioned above, in my comments on compounding.

New and more attractive types of odor can be imparted even to white soap perfumes by judicious use of some of the less familiar aromatics. And now that modern bathrooms and accessories are beginning to reflect the widespread fashion-swing towards a bolder and more imaginative use of color, it is not perhaps too much to hope that the days of white soap supremacy are numbered now that tinted soaps are becoming widely popular once again.

### Acknowledgment

MY grateful thanks are due to Jack Pickthall, chief chemist of Polak & Schwarz (England), Ltd., for his kindness in reading the manuscript of this article and making certain useful suggestions.

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# Chemical Specialties

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THE 41st annual mid-year meeting of the Chemical Specialties Manufacturers Association will be held May 16-18 at the Drake Hotel, Chicago. Representatives from the field of household and industrial insecticides, aerosols, deodorants, disinfectants, polishes, floor products, automotive, soap and detergent specialties and kindred products from all parts of the country will attend.

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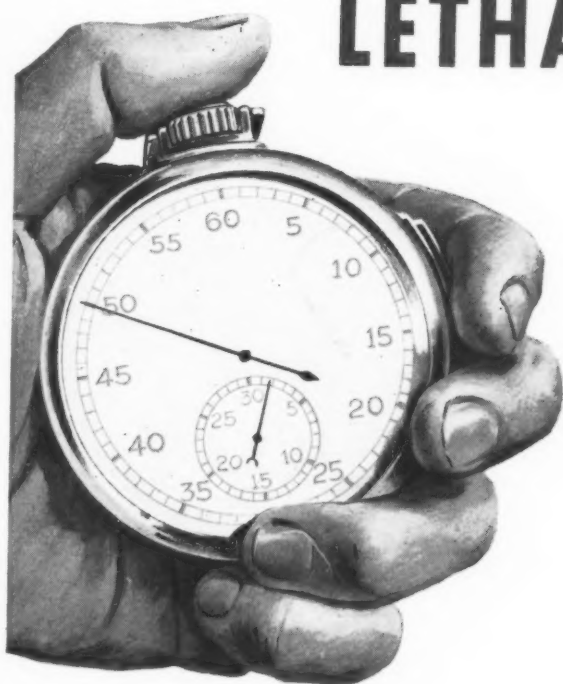
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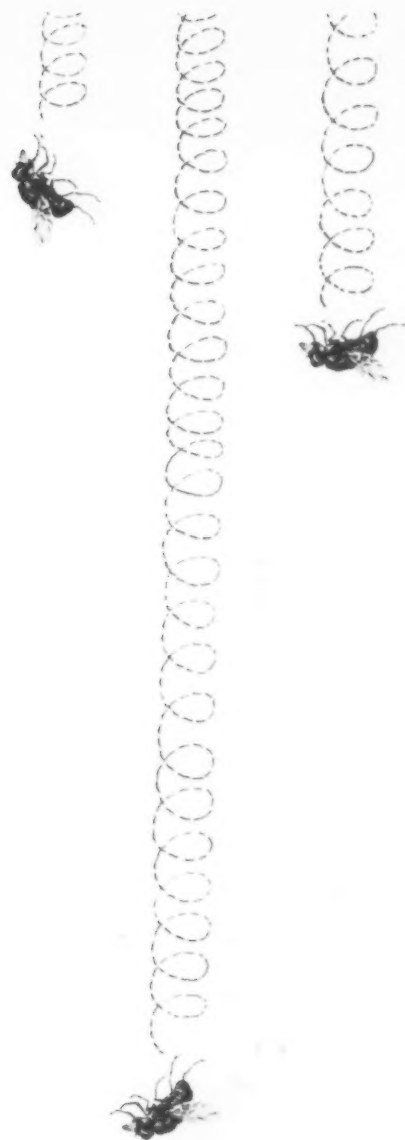
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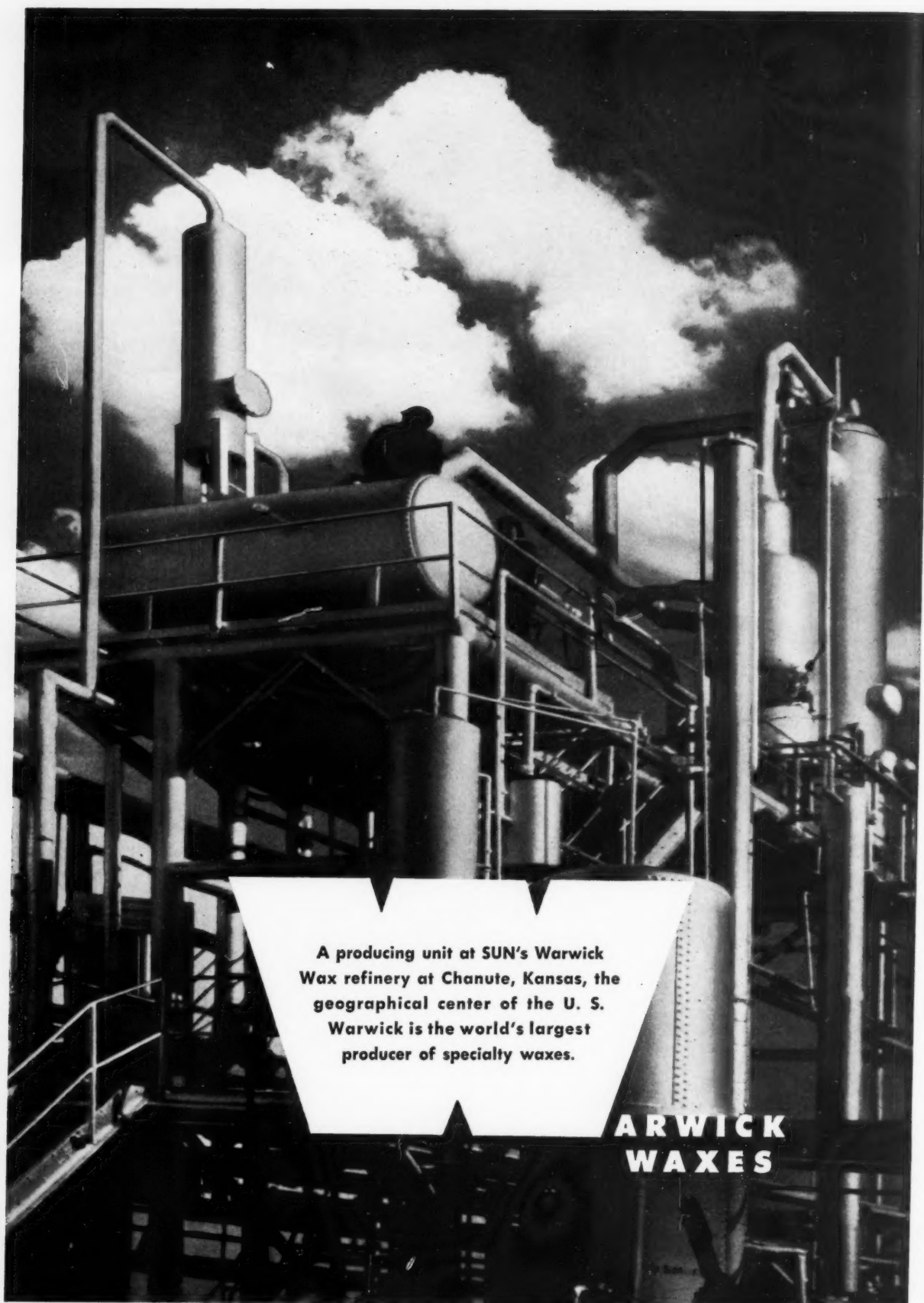
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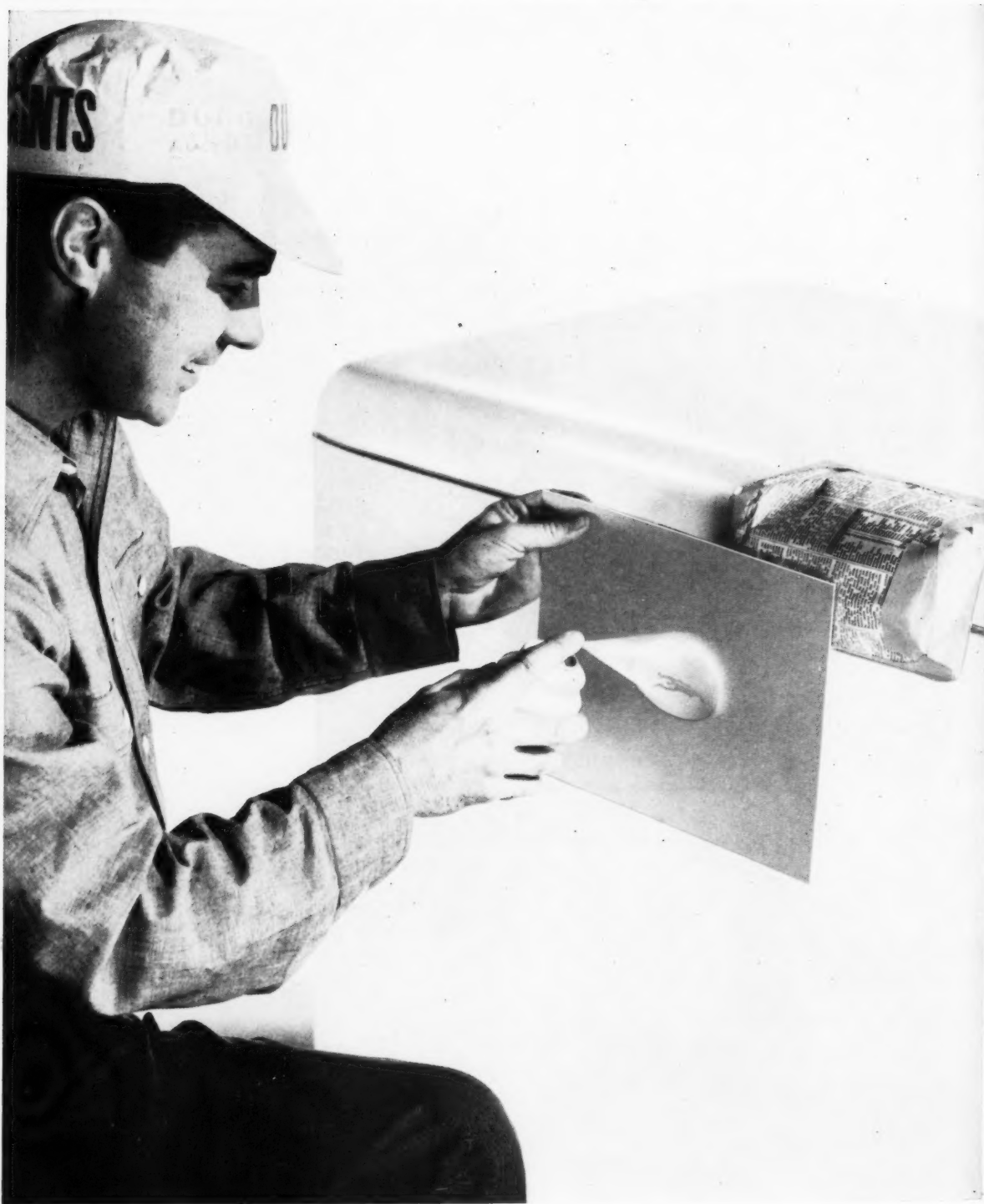
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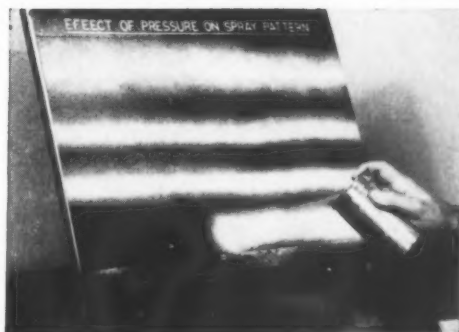
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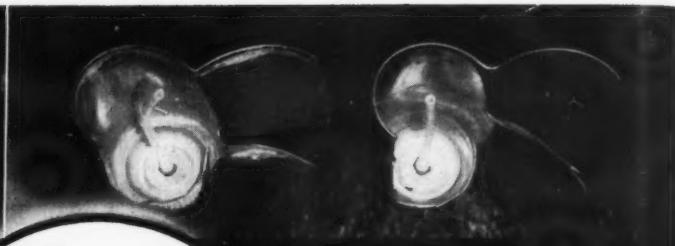
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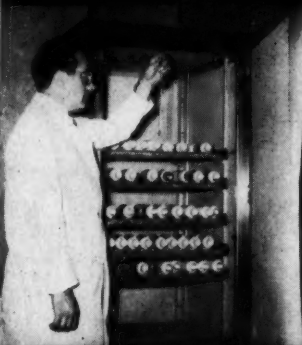
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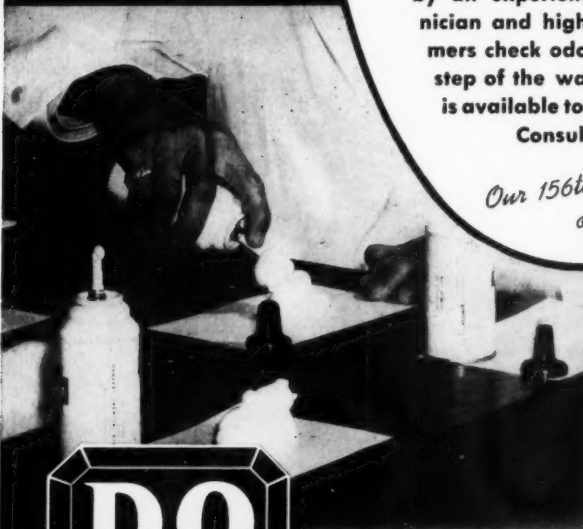


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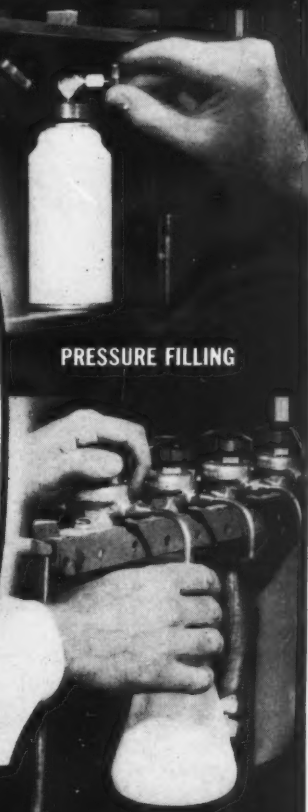


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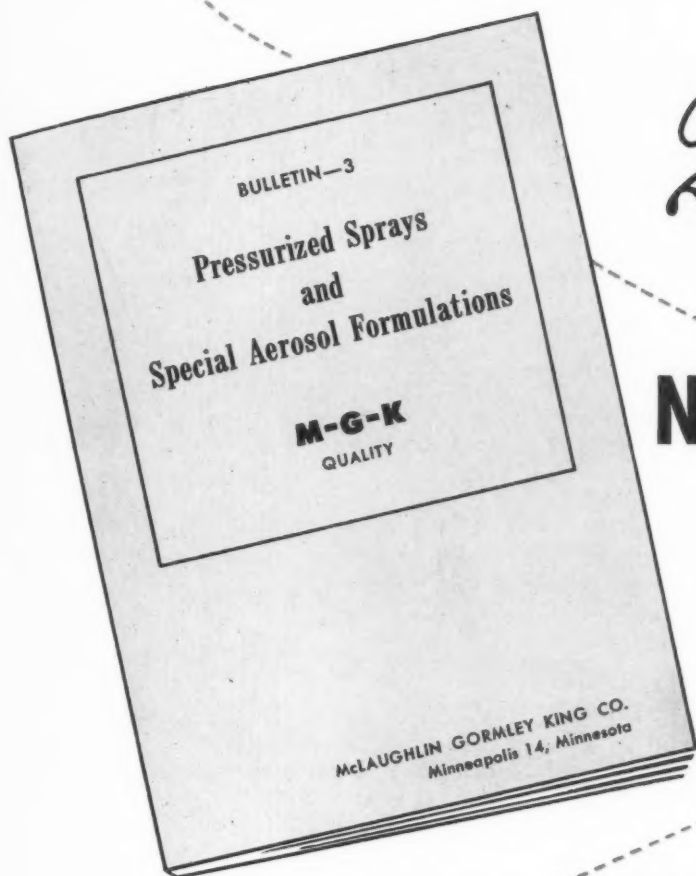
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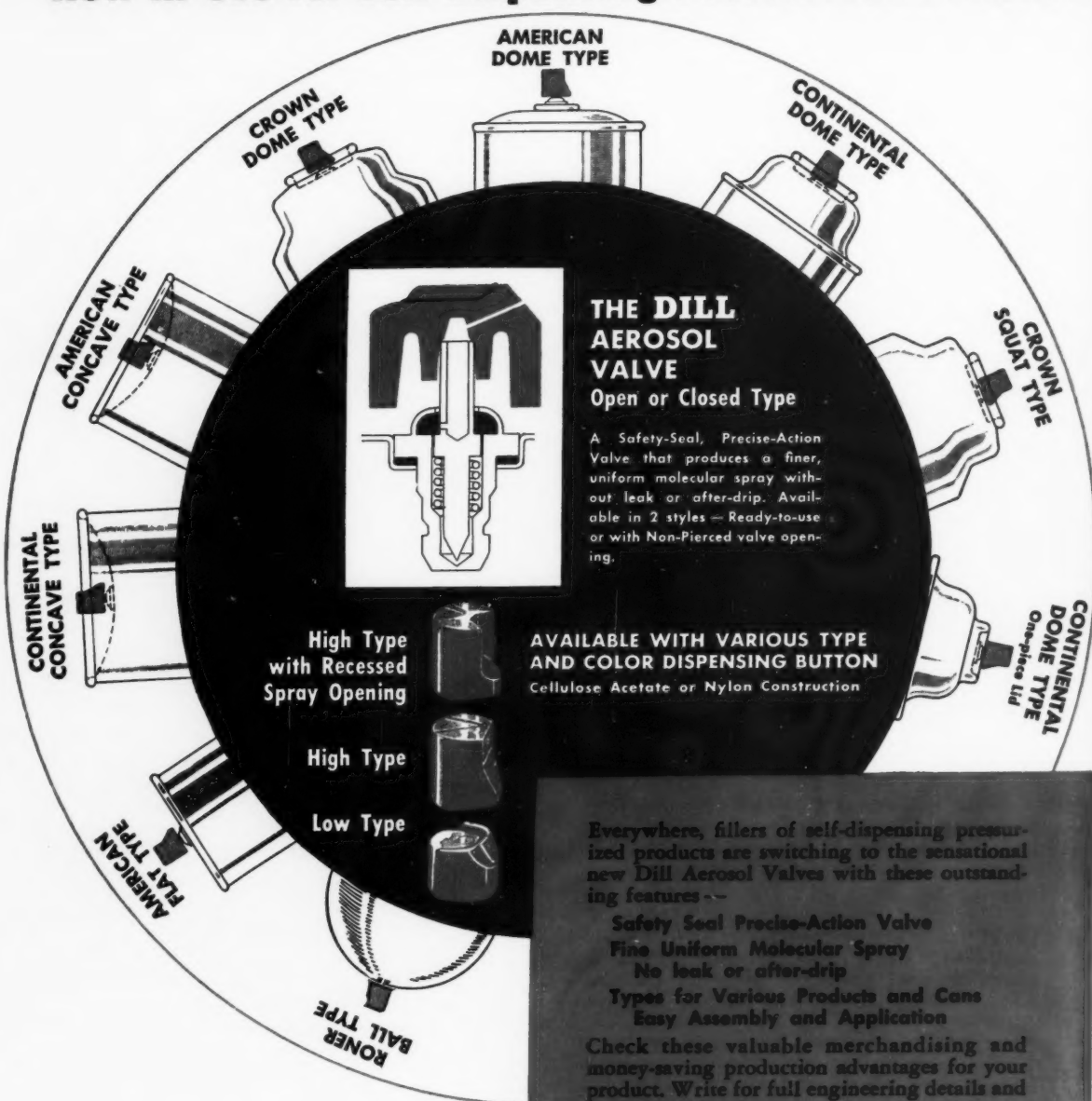
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offers you **7** sizes

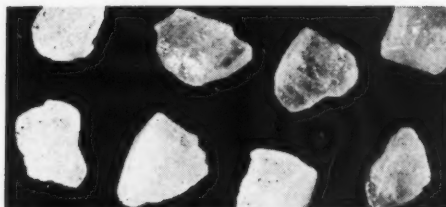
Paradi is 100% pure Hooker paradichlorobenzene. These seven sizes make your processing and packaging job easier. The clean, dry, sparkling crystals give your product every possible market advantage.

You can get Paradi in fiber drums—25, 50, 100 and 200 lbs. net.

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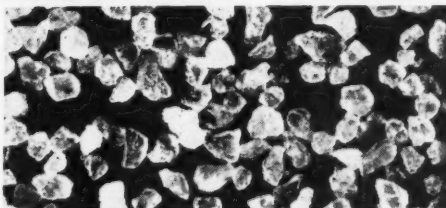
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**FREE FOLDER...** Hooker Bulletin 454 contains much interesting and useful information on handling and using Paradi. Send for a copy today.



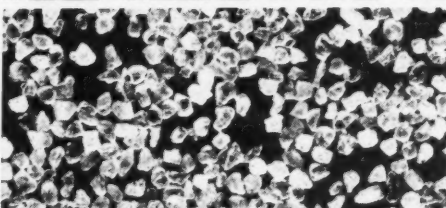
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**Repackage** these big sparkling crystals, just as they come from the drum. A pound looks like more... has extra retail appeal.



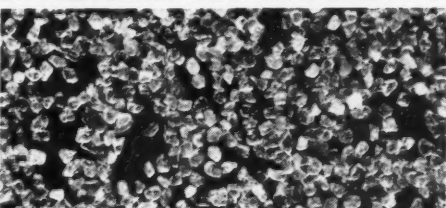
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**Add variety** to your mothicide line, with these finer, free-flowing crystals. They're ready to repackage as is—or can be perfumed without melting.



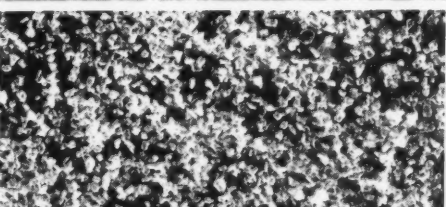
#### RICE NO. 1

**Offer this special** fine size for sprinkling in folds and seams of clothing. This crystal size sublimates quickly, to give unusually high concentration of moth-killing fumes.



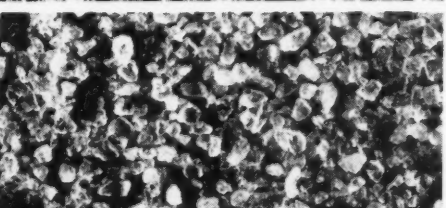
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**Feed your power presses** with this size. It's just right for compressing into blocks and pellets. Flows very freely, so is ideal for automatic presses where dies must be refilled rapidly.



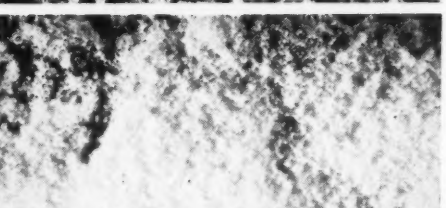
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**Use this finer size** in foot-operated presses. It's free-flowing but small enough to pack and compress easily with least effort, for maximum production.



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**Boost farm sales** with this bulk-package size. It's often recommended for controlling peach tree borer, tobacco blue mold; as a weed killer in cranberry bogs; in control of poison ivy and other weeds.



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**Melt this super fine size**, and ladle it into molds for blocks and pellets. It melts rapidly, saves you production time. It's easily colored and perfumed.

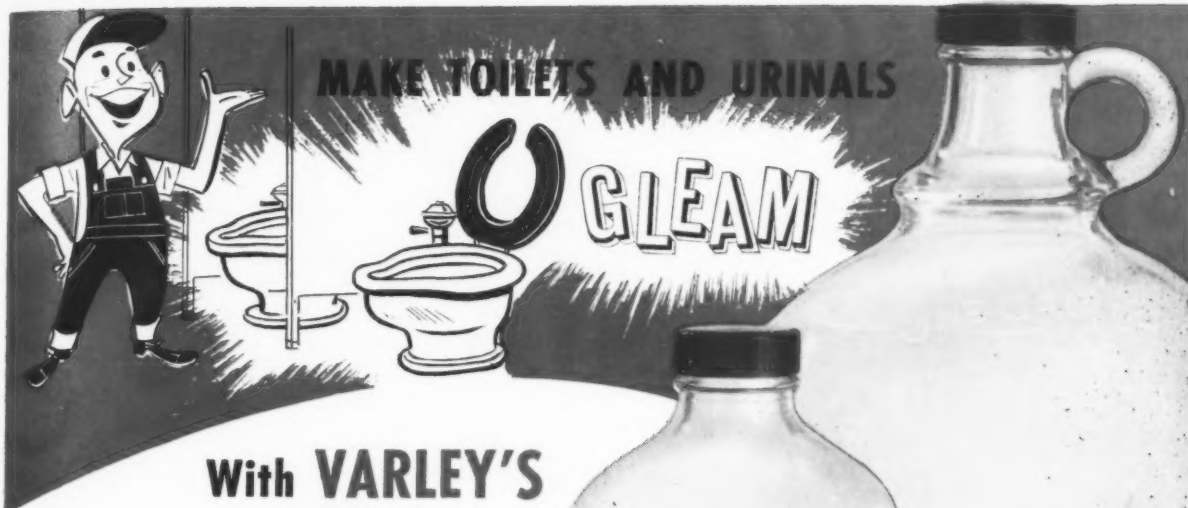
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**DETERGENT ACTION** — Not only produces copious suds it also has an extremely powerful detergent action (the formula contains newly developed acid-fast detergents) that greatly aid in removal of encrustation, film, stains, etc.

**A Pleasant Way To Handle An Unpleasant Job** SAFELY and beautifully packaged in attractive quart and gallon bottles.

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**DE-SCALES  
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Colloidal Silica



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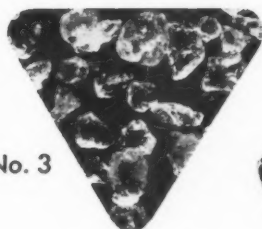
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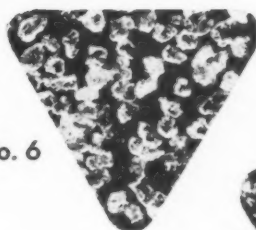
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*High Gloss Safety for every Surface!  
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secticides, disinfectants, floor products, aerosol products, automotive chemical specialties, janitor supplies, sanitary supplies and allied chemical specialties.

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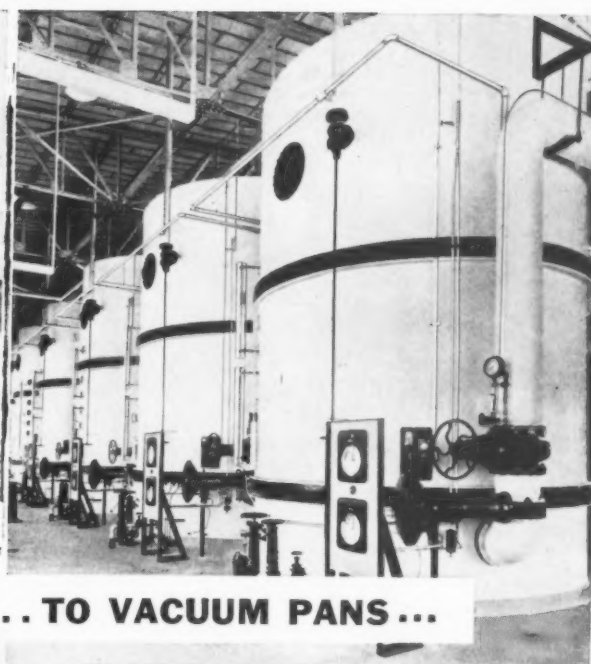
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Sugar-mill operators, dairy owners, housewives *all* want metal cleaners that feature (1) speed, (2) safety, and (3) economy. And now with Du Pont Sulfamic Acid in the formulation you can give them all three!

Sulfamic Acid combines strong-acid efficiency with low corrosive action. It cuts through stubborn scale and grime . . . minimizes handling hazards and equipment maintenance costs. Now your customers

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' 'CLEAN AS A MOUNTAIN BROOK' '

The GERMICIDE With the Delightful Mint  
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### HEAVY DUTY DISINFECTANT

For efficient and safe disinfecting and deodorizing  
in the home, schools, clubs, hospitals.

### POWERFUL GERMICIDAL ACTION

Destroys putrefactive bacteria usually causing foul  
odors. Economical dilutions.

### DISEASE PREVENTIVE

Excellent as a foot bath for prevention of Athlete's  
Foot.

### DEODORANT SPRAY

If it is impractical to mop, Mint-O-Phene can be  
effectively used as a deodorant Spray.

### BRILLIANT GREEN COLOR

Its cool green color and fragrant mint odor helps  
to make MINT-O-PHENE a winner in sales appeal.

### COEFFICIENT 5, F.D.A. Method

SEND FOR LATEST PRICE LIST CONTAIN-  
ING A WIDELY DIVERSIFIED LINE OF  
BAIRD & MCGUIRE CERTIFIED PRODUCTS.



THE ONE  
AND ONLY . . . .

**Baird & McGuire, Inc.**  
HOLBROOK, MASSACHUSETTS





Non-toxic, "tamed" iodine is an ideal disinfectant for kennels, where approved sanitizing includes scrubbing and disinfect-

ing animal quarters, kennel dishes, etc. This cuts contagion among "in-patients" and overcomes skin-sensitization.

*West Disinfecting Co. Photo*

## Iodine as a Germicide

**A** GENERAL review of the effective use of iodine and its compounds as bactericidal, sporicidal, fungicidal, virucidal, protozoacidal, and sanitizing agents was presented by me in Reddish's volume (25). Obviously it is not possible in such a book to detail in each instance all of the specific worthwhile accomplishments in specialized fields, other than to present the highlights and give references, which are to be examined for more extended data. However, I am sure that those interested in the efficiency of iodine will find the data

and references therein of some aid (25).

At this time, I shall attempt to cover recent presentations on iodine and iodine products. The value of iodine as a skin antiseptic, where it has been time-tested under all known procedures, is well recognized and accepted. For more details concerning these evaluations, refer to my chapter on "Emergency Disinfection" (1) in another volume published recently.

*Water Disinfection* — Ap-

proximately 75 years ago, or to be exact in 1881, Koch spoke of the use of iodine as a bactericidal agent for water treatment (2). Chambers and associates (3) refer to many other workers, who since the turn of the century found iodine suitable for this purpose. In 1922, Hitchens of the United States Public Health Service recommended the use of iodine for water disinfection (4). Using 10 different species of gram-negative gastrointestinal bacteria as test organisms, Chambers

**By Dr. Louis Gershenfeld\***

Director, Department of Bacteriology  
Philadelphia College of Pharmacy and Science

\*Presented at the 41st Annual Meeting of the Chemical Specialties Manufacturers Association, (Disinfectant and Sanitizers Division, during Forum on Reddish's book, "Antiseptics, Disinfectants, Fungicides and Sterilization"), December 7, 1954.



Dishes can be sanitized by washing them in detergent solution containing "tamed" iodine. Non-selective properties of iodine make it effective against three polio virus strains, influenza virus and tuberculi bacilla.

West Disinfecting Co. Photo

and associates (3) reported in 1952 that: "The minimum average iodine concentration which kills all tested species in one minute under the most favorable conditions of pH (6.5) and temperature (20°C. to 26°C.) is 0.6 p.p.m." Workers at Harvard University (5) recommended the use of 20 mg. of tetraglycine hydroperiodide for each canteen (containing one quart of water) as "a convenient and reliable method for the emergency treatment of drinking water supplies" under field conditions. This yields a dosage of eight p.p.m. of free iodine, a concentration selected because it is effective not only against bacteria but also because cysts of *E. histolytica* were destroyed (6), as were *Schistosoma cercariae*, *Leptospira icterohaemorrhagiae*, and poliomyelitis virus. The latter workers (6) also indicated that iodine had "a number of advantages over aqueous chlorine or compounds that are germicidal by virtue of liberated

hypochlorous acid."

Almost all of the above evaluations and recommendations were for the emergency disinfection of small volumes of water. However, studies are in progress evaluating the use of iodine or combinations of iodine and chlorine under conditions paralleling chlorination in swimming pool practice and in water treatment plants.

**A**s a sanitizing agent—The importance of the proper use of various terms, especially when the latter are employed on labels, inserts, brochures, and other literature supplying information concerning specialty products is now well known. Even if it is only for legal reasons, it is necessary that chemical specialty manufacturers know the definitions or be familiar with the meanings of words as they reflect present usage. Chapter 2 of Reddish's volume deals with "Definition of Terms," applied to antibacterial

and antifungal agents, their activity, and conditions under which they are used. If all of us will cooperate and encourage the proper use of these terms as given in the designated chapter, much confusion and misunderstanding with resulting uncertainties will be avoided. It is with this thought in mind that the terms "sanitize" and "sanitizer" are employed here as words which "are now commonly used in the field of public health to denote reduction of bacterial numbers to safe levels as applied particularly to eating and drinking utensils, dairy equipment, etc." (25).

In our laboratory (7) and elsewhere (8, 9), suitable iodine solutions were found useful for the disinfection, (not merely sanitization) of clinical thermometers. We reported on the tuberculocidal activity of iodine (10), and recently, in presenting a general review of iodine as a virucidal agent (11), its effectiveness against all three types of poliomyelitis virus was noted. These properties, in the effective concentrations employed, are not possessed by chlorine and other disinfectants and sanitizers, which could be used for eating and drinking utensils, and for equipment in bakeries, dairies, and food plants.

Several years ago, we presented studies indicating iodine was a useful sanitizing agent for eating and drinking utensils (12). We also published data which revealed that  $\alpha$ -naphthylflavone was "a very sensitive reagent or indicator to detect free iodine in amounts of less than one p.p.m." (13). We have continued and are continuing our investigations along these lines, employing all types of free iodine and iodine-liberating or iodine-releasing preparations available. Though we are not ready as yet to report all details of our studies, it can be indicated that free iodine solutions display greater efficiencies than do free chlorine solutions by every method of testing employed, including the Weber-Black Procedure for Evaluating Practical Performance (14), the Cantor-Shelanski Capacity



Test (15), and modifications of these techniques.

### "Iodophors"

**A** NEW recent development in sanitary application has been the use of so-called "iodophors," iodine compounds which possess interesting properties. They are looked upon with favor both in industry and by health workers. The available sanitizing iodophors on the market combine cleaning (or a detergent action) with germicidal activity, both properties being compatible. The wide interest which these iodine-based sanitizers are attracting has already made available many practical applications and potential uses. Iodophors are combinations of iodine and surfactants (surface-active agents). Though either anionic, cationic, or nonionic surface active agents can be used as carriers, the latter group is the most stable of all the carriers, providing a solubilizing medium and producing what is being advertised as "tamed iodine" preparations. There are many valuable and worthwhile properties possessed by these preparations, and these can be found in the iodine chapter of Reddish's volume and in the recent literature cited here (16-25). We intend publishing data concerning these products, but mention can be made at this time that laboratory and field tests reveal that iodophors are very effective when properly used as sanitizing agents, some even in concentrations of 10 to 12.5 p.p.m. of available iodine. Of special practical value in the use of free iodine solutions is the so-called "built-in" concentration indicator, wherein the concentration or strength of the use-solution is indicated by the color imparted by the free iodine. Even a few p.p.m. of free iodine as a "tell-tale" indicator will impart a yellow tinge to the solution. The deeper the brown or amber color, the greater the iodine content. With a little experience in the use of solutions of minimum and maximum concentrations, a user can tell quickly when the strength is at or below

minimum requirements for effective usefulness.

Not all nonionic detergents are suitable for the production of a nonionic-iodine "complex." Some cannot serve as iodine carriers; others are only sparingly soluble in water. Nonionic detergents are electrically neutral and are compatible with other nonionic as well as cationic and anionic detergents, an important practical feature. Nonionic compounds appear to be effective over a wide pH range. However, inasmuch as free iodine displays greater activity at an acid pH, the iodophor preparations made with nonionic compounds are generally buffered to maintain an acid pH. Such available marketed iodophors as detergent-germicides are not affected by water hardness; and under conditions of use, are non-toxic, non-corrosive (except on silver), do not stain hands or linen, and possess but a minimal odor, flavor, and taste. The presence of a "wetting" agent provides greater penetrating and spreading power and aids in quick draining, which is useful when sanitized eating and drinking utensils are drain-dried. Milkstone formation is prevented by

New "Wescodyne" germicidal all-purpose cleaner for industrial and institutional use developed by West Disinfecting Co. Product contains "tamed" iodine.



these preparations, inasmuch as the compounds responsible for such residue are solubilized. Concentrates of nonionic iodine complexes being marketed include "Iobac" of Lazarus Laboratories, Inc., Buffalo, N. Y., Division of West Disinfecting Co., Long Island City, N. Y. "Iobac" is a germicide. It contains as the active ingredient 4.77 percent of polyethoxy polypropoxy ethanol-iodine complex (providing 0.96 percent iodine); the balance is water containing phosphoric acid and nonyl phenylether of polyethylene glycol, these serving as stabilizers, acidifiers, buffers, and wetting agents. Their preparation "Iosan," a detergent-germicide, contains 7.75 percent of a combination of (A) the same active agent present in "Iobac" together with (B) nonyl phenylether of polyethylene glycol-iodine complex (providing 1.75 percent available iodine). The balance, as inert, contains water with the same qualitative ingredients as are present as inert ingredients in "Iobac." West Disinfecting Co. also makes "Wescodyne," marketed as a disinfectant, sanitizer, and cleanser for use on inanimate surfaces. In this preparation, the active ingredients are 7.75 percent of A and 3.75 percent of B (providing 1.6 percent available iodine), identical qualitatively with the A and B as in "Iosan"; the inert ingredients are water containing the same qualitative constituents as above. Very recently in certain localities, West Laboratories, Inc. has made available "Kleenodyne," as a sanitizing dish rinse for use in taverns and eating establishments. Economics Laboratory, Inc., St. Paul, Minn., "Formula IRC-31" (formerly known as "Sterilax") is a germicidal rinse for eating and drinking utensils. Here, the active ingredient is 12.5 percent of B (as above, but providing 1.25 percent available iodine); the inert ingredients are water containing the same qualitative ingredients as above.

Studies in progress now reveal that concentrations of these

(Turn to Page 195)



Photograph taken during the banquet in the American Room of the Traymore Hotel, March 22.

## NSSA Meets, Elects Lacy Crain

**T**WO panel discussions on how to operate a sanitary supply business highlighted the streamlined program of the four-day convention and trade show of the National Sanitary Supply Association, held in Atlantic City, N. J., Mar. 20-23. Manufacturers of sanitary chemicals and specialties, dispensing and maintenance equipment and machines and brooms, brushes, mops and related items exhibited their lines in the Atlantic City Auditorium. Business sessions and social functions were held at the Hotel Traymore, headquarters for the 32nd annual gathering of NSSA.

The 33rd annual convention and trade show of NSSA will return to Chicago, where it will be held again at the Conrad Hilton Hotel, Apr. 29 and 30 and May 1 and 2, 1956.

Other highlights of the meeting included the election of three new officers, two new directors, three new regional vice-presidents and a new secretary of the board. Lacy E. Crain, last year's national vice-president, was chosen as president to succeed Philip Shore of Shore Metal Products Co., Los Angeles. Mr. Crain, head of Conco Chemical Co., Dallas, is a distributor, the office alternating each year between a distributor and manufacturing member. Elected as national

*Large turnout for first NSSA convention and trade show in East held in Atlantic City. Meeting returns to Chicago in '56*

vice-president was Jacob Kahn of Windsor Wax Co., Hoboken, N. J., who had served in 1951-52 as eastern regional vice-president.

Other new officers and directors include Milton Zelinkoff, Zelinkoff Co., Wichita, Kans., secretary of the board, to succeed Warren Haviland of Warren Haviland Co., St. Louis; Ferd Lachman, Paul Koss Supply Co., San Francisco, western regional vice-president; John Stokes, Buildings Equipment & Supply Corp., Richmond, Va., southern regional vice-president; Marvin Anderson, Louisiana Paper Co., Shreveport, southwestern regional vice-president; and directors: Arnold Groth, Packer-Scott Co., Seattle, Wash., and H. G. Kiddoo, Western Chemical Co., St. Joseph, Mo.

Holdover officers and board members include: Burton L. Feinson, American Dispenser Co., New York, eastern regional vice-president; Ernest Cooper, Clarke Sanding Machine Co., Muskegon, Mich., central regional vice-president and these directors: C. R. M. Sheppard, Fenole Chemical Co., Jacksonville, Fla.; Gordon E. Kent, Kent Co., Rome, N. Y., and Philip Shore,

Shore Metal Products Co., Los Angeles.

### Record Attendance

**A**TTEendance by jobbers at this year's convention was approximately 350, 20 percent greater than at the 1954 show and convention in Chicago, and may have been at an all-time high. For many sanitary supply firms, particularly those in the East, the 1955 meeting was their first. There were 180 eastern distributing firms represent-

Lacy E. Crain  
NSSA President



ed. Many indicated they will attend the Chicago meeting next year. That registration was so high is surprising, because of the unfavorable weather on the second and third days of the meeting and the fact that non-members were required to pay a \$20 registration fee to visit the booths during the trade show. In past years the show was open to non-members on the first day and in the morning of the second day.

The first of the two business meetings of the convention, held on Monday morning, Mar. 21, was a departure from previous years. Usually the first business session follows a group luncheon on the second day of the meeting. During the session the exhibit hall is closed and reopens after the meeting. This year, however, it was decided to hold the business meeting in the morning followed by the luncheon. The exhibit hall, closed in the morning during the meeting, opened for the remainder of the afternoon and until 7:30 p.m. that evening. This provided exhibitors with an unbroken period at their booths in the auditorium.

The highlight of the first session was an address by Dr. Tennyson Guyer, executive assistant and public relations director of Cooper Tire and Rubber Co., Findlay, O. This followed an address of welcome by NSSA president,

Phil Shore, and reports of the executive vice-president, Leo J. Kelly; Lacy Crain, the then national vice-president and NSSA treasurer, George H. Bruesch of Frank Miller & Sons, Inc., Chicago.

Philip Shore, president of the association opened the meeting on the morning of Mar. 21. He introduced Rabbi Seymour Rosen of Atlantic City, who gave the invocation. This was followed by the pledge of allegiance to the flag.

In his address of welcome, Mr. Shore opened by observing that the NSSA is in better shape financially than ever before. Among its activities since the last annual meeting, Mr. Shore cited the "deluge" of bulletins emanating from the association's headquarters in Chicago, as well as the successful regional NSSA meetings held in Los Angeles, New York, Columbus, Dallas and Miami. Mr. Shore attended all of them, and found them to be well attended, informative and valuable, he said.

The association during the past year has been accumulating the combined knowledge of its members and channeling it back to consumers, Mr. Shore pointed out. He warned against what he termed as "unintelligent competition," and concluded by thanking committee members, trade magazine publishers, and Leo and Bernard Kelly for the service they have rendered.

Lacy Crain, national vice-president of NSSA, said it was a "wonderful experience to serve as national vice-president of NSSA." He said that he felt regional meetings help to improve relations in the industry.

"One real challenge" lies ahead, Mr. Crain stated. "The time is ripe for working out a sales promotion program for developing sales managers and salesmen. Good salesmen and a well developed sales program are our greatest need," Mr. Crain declared. "Training helps to develop super salesmen," he said. "The most costly operation of our industry is guessing how much the sanitary supply salesman knows," Mr. Crain stated. A well developed sales promotion and sales training program would take much of the guesswork out of estimating a salesman's knowledge of his product and at the same time add to it, according to Mr. Crain. An exchange of ideas among sales managers is a good way to expand knowledge in the sanitary products field, he concluded.

In reviewing the financial situation of the association George Bruesch, treasurer, pointed out that the NSSA had a balance of \$31,777 at the beginning of 1954, which was an increase of \$9,889 over the previous year. Assets of the association on Dec. 31, 1954 totaled \$105,760, of which \$40,061

Jacob Kahn  
Nat'l Vice-President



Milton A. Zelinkoff  
Sec'y of Board



John Stokes  
Southern Vice-President







### Captions: This Page

Left to right and top to bottom: Robert D. Lane and G. DeNapoli, Masury Young Co., Boston.

George Breusch, Frank Miller & Sons, Inc., Chicago; Charles Buschart, U-San-O Corp., St. Louis.

Robert Crockett, Oil Specialties & Refining Co., Brooklyn; Lee Fried, Enterprise Paper Corp., New York.

Harold Pond, Advance Floor Machine Co., Minneapolis; Richard Ojserkis, E. Ojserkis & Sons, Atlantic City, N. J.

Ernest Cooper, Clarke Sanding Machine Co., Muskegon, Mich., and Lyle Jones, executive secretary-treasurer of the Floor and Vacuum Machinery Manufacturers Assn., Washington, D. C.

W. K. Weatherly, Solar-Sturges Mfg. Co., Chicago; Miss Sharon Rosen, Waverly Petroleum Products Co., Philadelphia.

Allan B. Greene, Buckingham Wax Co., Long Island City, N. Y.; Nathan Horowitz, Richmond Supply Co., Staten Island, N. Y.

John Powell, publisher of **Modern Sanitation** magazine, New York, and Howard Young, Davies-Young Soap Co., Dayton, O.

was in government bonds. Expenses in 1954 amounted to \$113,435 and income was \$123,325. During 1954 the association increased its surplus for general purposes by \$9,889 to \$41,667.

Leo J. Kelly, executive vice-president of the NSSA, celebrated his tenth anniversary with the association during the meeting. In his report he expressed his gratitude to the manufacturing members for the time and money they expended to set up the trade show. He thanked the committees and officers and members of the board of NSSA for their cooperation during the past year. Mr. Kelly in reviewing the various bulletins and manuals issued by his office during the year told of a new booklet, "Maintenance

### Facing Page

Left to right, top to bottom: Edward L. Canter, Edward L. Canter, Inc. Springfield, Mass.; Gene Logan, Bernard Ramsey, Reg Gildner, Davies-Young Soap Co., Dayton, O. C. R. Morrison, Federal Varnish Division, Chicago; Howard Norris, Miller-Norris Co., Oklahoma City; George Flanagan and G. R. Hoffmeister, Federal Varnish.

Robert Lockhart, Candy & Co., Chicago; C. T. Tyler, Multi-Clean Products, Inc., St. Paul; J. J. Gervais, Best Floor Care Co., Providence. John Nykiel, Colgate-Palmolive Co., Jersey City, N. J.; Alvin and Lester Brown, I. Edward Brown, Inc., New York.

William Nissen, Laitner Brush Co., Detroit; Mrs. William Anderson, R. T. Eavenson & Sons, Springfield, Pa.; Warren Haviland, Warren Haviland Corp., St. Louis. Mrs. Cameron Baird, Cameron Baird, Mrs. Gordon Baird, Gordon Baird, Baird and McGuire, Inc., Holbrook, Mass.; Leonard J. Kaplan, Kay Chemical Co., High Point, N. C.

Harry O. Marsh, Rose Chemical Products Inc., Columbus, O.; Walter O. Krebs, American Standard Mfg. Co., Chicago; Mrs. Marsh, Morton Z. Silverman, Pro-Tex-All Co., Evansville, Ind.; Erwin Zaban, Zep Mfg. Corp., Atlanta, Ga.; Malcolm Zucker, State Chemical Mfg. Co., Cleveland; Sol Herzfeld, Navy Brand Mfg. Co., St. Louis.

Charles B. Solly, Harley Soap Co., Philadelphia; Lacy and Mrs. Crain, Conco Chemical Co., Dallas; Burton L. Feinson, American Dispenser Co., New York. Mrs. Carl Lien; Ralph Hillman, Hill Mfg. Co., Atlanta Ga.; S. S. Hockwald Hockwald Chemical Co., San Francisco; David Ginsburg, Scientific Supply Co., Carl Lien, Lien Chemical Co., Franklin Park, Ill.

Planning" which is to be issued shortly.

A nominating committee composed of the following was then appointed by Philip Shore, NSSA president: Robert L. Cooley, White Mop Wringer Co., Fultonville, N. Y.; Jack Varley, James Varley & Sons, Inc., St. Louis; Herbert J. L. Baum, Mipro Metal Products Co., San Francisco; H. E. Galer,







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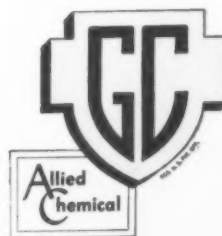
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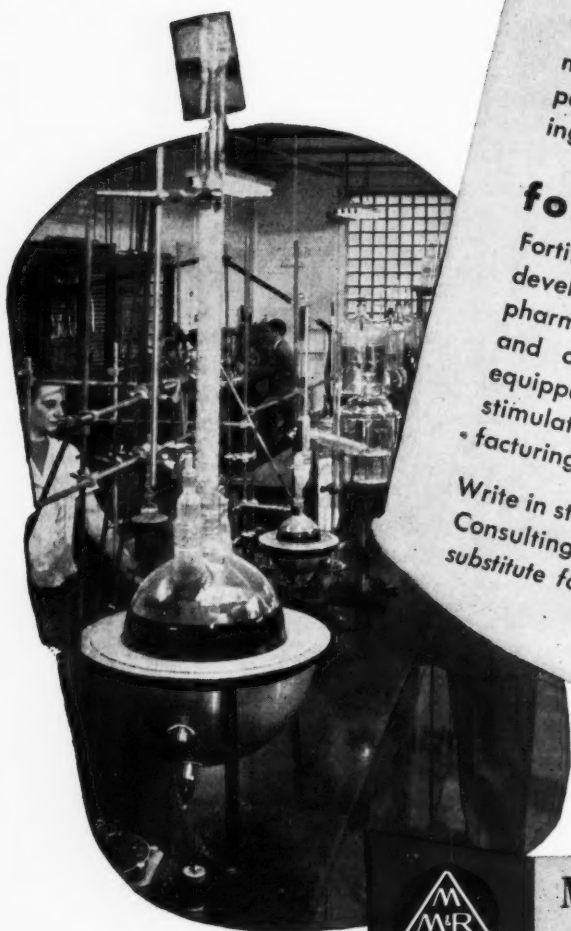
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lent

Left to right, top to bottom: Mrs. Reg Gildner, Lou Pollock and Gertrude Brunn, Davies-Young Soap Co., Dayton, O.

Robert L. Lenhart, Harold Supply Co., Cleveland; Max Kaufman, Fuld Brothers Co., Baltimore, and Harold Weissman, Harold Supply Co.

Victor Goeptert, Jr., I. Janvey & Sons, Hempstead, N. Y.; Russell Grant, Parkersburg Chemical & Janitor Supplies, Inc., Parkersburg, W. Va.; E. J. Grant, S. C. Johnson & Son, Inc., Racine, Wis. Morris H. Surath, Abbott Supply Co., Detroit, Donald F. Peatee, Mellocraft Co., Toledo.

Joseph Fuld, Fuld Brothers, Inc., Baltimore, Walter Davis, Malter Supply Co., New Orleans. Fred Plotkin and Philip Shore, Shore Metal Products Co., Los Angeles.

William Plowfield and Miss Wilma Gemmell, Superior Rubber Mfg. Co., Philadelphia; Michael Bixon, Bixon Chemical Corp., New York, J. W. Jacobson, G. H. Wood & Co., Toronto.

Jr., Galer & Hults, Inc., Philadelphia; Erwin Zaban, Zep Manufacturing Co., Atlanta, and Malcolm Zucker, State Chemical Mfg. Co., Cleveland.

### Panel Discussions

THE second business session of the association was held on Mar. 22, following luncheon in the American Room of the Hotel Traymore. Two panels, each of one hour's duration, discussed "How to Operate a Janitor Supply Business." The first panel was composed of the following sanitary supply distributors: W. James Reider, George T. Johnson Co., Medford, Mass.; Jack D. Hirsch, Formula Floor Products, Inc., Newark, N. J.; H. E. Galer, Jr., Galer & Hults, Inc., Philadelphia; Horace Crandall, Crandall Supply Co., Binghamton, N. Y.; Russell J. Grant, Parkersburg Chemical & Janitor Supplies, Inc., Parkersburg, W. Va., and John P. Stokes, Buildings Equipment & Supply Corp., Richmond, Virginia.

The first question asked of the panel was: "What percentage of your business is house business?"

Mr. Crandall, first to answer the question, pointed out that 15 percent of his business is house business. "We would like to assign every account to a salesman so that he can earn a commission on the business," Mr. Crandall added. House business done by his firm is mostly confined to small accounts which it would not pay to have a salesman cover, Mr. Crandall reported.

The next question was. "What size order can you handle without losing money?"

John P. Stokes said his firm could handle any order of any size without losing money. Admittedly a small operator, Mr. Stokes said that sometimes his best accounts order in small lots.

"Sometimes we get orders from new accounts which may be small, but we find that opening up a new account is more important than the size of the first order placed."

Russell J. Grant pointed out that the minimum order a jobber can accept and still make money on depends upon his geographical location. His firm can deliver sanitary supplies in a wide area near the warehouse within 10 minutes. This makes it possible to deliver small orders and still make money. In fact, Mr. Grant said, this firm advocates buying in small quantities.

Mr. Galer said his firm delivers orders of any size. Ninety percent of these deliveries are made with his firm's own trucks, he said. It is hard to draw the line on what is an accommodation order and what is not, he stated.

Mr. Hirsch said his firm could not afford to take a small order, although his salesmen work in a relatively small area. His firm loses money on some orders, Mr. Hirsch said, add-

ing that a service business requires delivery of any order.

James Reider said that his firm has a \$25 minimum order. This minimum is based upon the results of a survey made of his firm's operation by an engineering firm. Because Mr. Reider's firm operates in three states a \$25 minimum order rule has been established. It is different in making deliveries in a small area, Mr. Reider said. He explained that his firm does not pay commissions to salesmen on orders under \$20. However, on fill-in orders of large customers, the \$25 minimum order rule is waived.

Mr. Crandall said his firm tries to set a minimum of \$10. The company loses money on orders under this, and unless the year's business with a customer warrants it the minimum is adhered to.

A question asked from the floor was: "How do you raise minimum orders?"

Mr. Reider said his firm instructed office girls taking telephone orders to suggest other items that might be bought. Originally, if the order were accepted it was turned over to a Johnson salesman for delivery. Later this procedure was changed and now salesmen are given a memorandum notifying them of the order. If the



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memorandum is not returned to Mr. Reider within 24 hours, the order is shipped. If the salesman returns the memorandum to Mr. Reider, he and the salesman confer as to whether or not delivery is to be made. In some cases the firm decides to notify the person placing the order than it is not economically feasible to make delivery. In that case it is suggested that the firm ordering the goods pick them up, or buy them from a local hardware store. By following the procedures above, Mr. Reider's firm has reduced its volume of invoices under \$25 from 54 to 37 percent.

A variety of answers were brought out by the question: "What gross margin or markup is necessary to assure sound salary or net profit figures?"

Mr. Crandall said he felt the minimum gross profit should be around 30 percent, but that jobbers should aim at 40.

Both Mr. Stokes and Mr. Grant agreed with Mr. Crandall that the 30 percent figure is correct. Mr. Grant pointed out that in a small operation such as his, he can get by on a 25 percent gross margin on some items.

Mr. Galer said he hadn't decided on what the correct margin should be. He is concentrating on selling high profit items, he explained.

Mr. Hirsch said he felt the question should be qualified because distributors fall into several different categories. He expressed the view that a distributor who is not engaged in any manufacturing operations and who has no men travelling overnight should aim at a minimum gross profit of 40 percent. If a jobber has men travelling in several states, the mark-up should be more than 40 percent. He cautioned against confusing the manufacturer's suggested mark-up of 40 percent with a maintained mark-up of 40 percent.

In order to be able to provide adequate service to his customers, Mr. Reider said he felt a gross mark-up of 36 percent to be the minimum. He said his firm tried to keep its mark-ups high. These can be justified by giving good service and by providing such extras as custodial training schools, etc.

Mr. Grant added that he needed field help plus a 40 percent mark-up.

As for net profit, Mr. Reider said that in a closed corporation the net profit should not be too high. Salaries in Mr. Reider's firm are based on the year's sales. The firm also has a profit sharing arrangement.

In response to a question from the floor, two of the panel members pointed out that the 40 percent gross mark-up was based on selling price.

The next question was: "Do you advise renting or owning your own truck?" The answers to this question varied depending on the location of the respondent.

Horace Crandall reported that he owned one truck. He said he didn't

think any firm in Binghamton, N. Y., where his business is located, would rent a single truck. "If we were located in a large city, we would rent our trucks," Mr. Crandall stated.

Similarly, John Stokes said that "as a small operator we own all of our equipment."

Russell Grant explained that his was a small operation. His firm has its own truck and delivers almost all of the merchandise it sells. Quite frequently, Mr. Grant himself makes deliveries in order to get into customers' warehouses to see what sanitary supplies they are carrying.

Mr. Galer reported that his firm now rents trucks, but had formerly owned them. His firm found when it owned its own trucks if they broke down it was impossible to replace them quickly.

A compromise solution to the

problem of renting or buying trucks was worked out by Formula Floor Products Co., Newark, N. J., panel member Jack Hirsch explained. His company originally rented two trucks. This was found to be quite expensive, and Formula later purchased the trucks at depreciated value. In growing, the company found it needed to have many vehicles, both for salesmen and for deliveries. As a result Formula formed an equipment corporation which purchased vehicles and rented them to Formula. Since the equipment corporation is not compelled to show a profit, Formula can rent its trucks at considerably less than from an independent truck leasing firm. The rental cost is actually about equivalent to the depreciation rate of the equipment.

Mr. Reider told that his company now rents trucks, but had formerly

Left to right, top to bottom, below:

E. D. Smyth, Smyth Mfg. Co., Newark, O.; Logan Finnerty and Jerry Cohen, Fuld Brothers, Inc., Baltimore. Edward A. Burkholder and John F. Foley, Hewitt Soap Co., Dayton, O.; Harry Slavin, Northwest Chemical Co., New York.

George Breitling and Miss Lorretta Downes, Scott Paper Co., Chester, Pa., and Jack Hirsch, Formula Floor Products Co., Newark, N. J. Lawrence W. Peck, Peck's Products Co., St. Louis; Harry Slavin, Northwest Chemical Co., New York, and Leo G. Peck, Peck's.

Milton Blank, Trio Chemical Works, Inc., Brooklyn; Herman Goodman, United Broom Co., Tucson, Ariz.

M. R. Anderson, Bennett Mfg. Co., Alden, N. Y.; Joseph and Douglas Carsella, Northwestern Sanitary Supply Co., Minneapolis.

Douglas N. Leaman, Paul N. Caplan and Samuel D. Caplan, all of Merit Paper and Chemical Corp., Cambridge, Mass. Martin Peters, Moore Brothers Co., New York; and Michael Travisano, Empire Chemical Products Co., New York; John Kane, Moore Brothers.





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owned them. Truck rental involves less responsibility than ownership, his firm found, Mr. Reider said.

Another question was: "Is it wise to concentrate on small, one-door business accounts?"

Mr. Crandall reported his firm was compelled to because of the limited area in which Crandall Supply Co. operates. If a firm buys five gallons of a chemical product, Crandall considers it large enough to call on, Mr. Crandall said. However, salesmen calling on smaller accounts should be paid on a salary rather than a commission basis to ensure that they do call on the small accounts.

John Stokes stated that his firm found it absolutely necessary to call on small accounts in Richmond, Va., where his company is located. The company insists that its salesmen contact both large and small accounts, which in his area salesmen have time to do.

Similarly, Russell J. Grant explained that in Parkersburg, W. Va., headquarters of his company, a policy of across-the-board selling has been adopted. Even where his salesmen are making calls in larger cities, they do block-by-block concentrated selling. Although individual orders may be small, they represent considerable volume when taken together. In addition, delivery costs are cut since shipments are concentrated in small sectors.

A Philadelphia jobber, H. E. Galer, said his firm is faced with the problem of whether or not to call on the small accounts. If these are excluded by his firm, then whole industries may not be called on, Galer & Hulst's answer to the problem is to have salesmen specializing in various types of business, such as service stations, restaurants, etc.

The problem of selling small accounts is in collecting accounts receivable, Jack Hirsch pointed out. This feature tended to keep his business small at first because capital needed for expansion wasn't coming in fast enough to enable him to have a larger turnover. To overcome this, Mr. Hirsch's firm went through Dun and Bradstreet's Reports and listed all triple A-1 accounts in each of its salesmen's territories. Included were hospitals, industrial firms, institutions, etc. Based on their findings, quotas were set up for each man and prizes were awarded. This step com-

Left to right, top to bottom: H. C. Barnes and H. C. Rains, Simoniz Co., Chicago; J. C. West, Universal Mfg. & Supply Co., Jacksonville, Fla., and R. W. Hume, Dura Products & Paper Co., New York.



Marshall L. Magee, Magee Chemical Co., Chicago; Norton Smith, Klix Chemical Co., San Francisco; James G. Varley, James Varley & Sons, Inc., St. Louis; Marvin Anderson, Louisiana Paper Co., Shreveport; Jack Varley, James Varley & Sons.



Richards Jarden, Franklin Research Co., Philadelphia; Maurice Budnick, Delco Supply Co., Chester, Pa.; Marshall A. Nelsen, Jr., Franklin Research and Walter Budnick, Delco.



Frederick H. Ide, Kent Co., Rome, N. Y.; Tennyson Guyer, and Gordon E. Kent, Kent Co.; George E. Bergin, Cameron and Mrs. Cameron Baird, all of Baird & McGuire, Inc., Holbrook, Mass.



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pletely changed the complexion of Formula's business. The firm found the larger customers were loyal to their sources of supply, paid their bills promptly and had large storage space for sanitary supplies and equipment. As a result, Formula no longer calls on very small accounts such as service stations, restaurants, etc.

Although George T. Johnson Co. has a \$25 minimum on its orders, since it has found it can't afford to pay salesmen commissions on orders smaller than this minimum, the firm still calls on small accounts, James Reider pointed out.

The final question to the panel was: "What is a reasonable mark-up on such merchandise as mops, brushes, chemicals, rubber mats, etc?"

Both Messrs. Crandall and Stokes agreed on 40 percent.

## Second Panel

**T**HE second portion of the panel on the operation of a sanitary supply

business was participated in by the following panel members: Shim D. Lehrman, A. J. Lehrman & Sons, Harrisburg, Pa.; Arthur Wise, Nu-Tone Products Co., Denver; Benjamin Ojserkis, E. Ojserkis & Sons, Atlantic City, N. J.; Albert I. Mack, Easterday Janitor Supply Co., Los Angeles; W. C. Hubman, Hubman Supply Co., Columbus, O.; and T. V. Fisher, Puritan Chemical Co., Atlanta.

The first question of the second panel was "Do you consider advertising in local newspapers profitable?"

Albert Mack pointed out that his firm advertised extensively in its Pacific Coast operation but not in local newspapers unless there are a lot of possibilities of reaching local consumers. Generally, this type of advertising is worthless, he said.

T. V. Fisher of Puritan Chemical Co., Atlanta, pointed out that his firm's operations covered 22 states so that local

newspaper advertising was of no value.

Unless their merchandise has some appeal to the general public Hubman Supply Co., Columbus, does not use newspaper advertising, Mr. Hubman stated.

Mr. Wise explained that newspaper advertising was of no value to his firm because only two out of 1,000 readers were interested in the products he sells.

Mr. Ojserkis, whose firm is located in Atlantic City, said that because of the seasonal nature of their business and the relatively high turn-over in ownership and of personnel among their customers, as well as the fact that the market is concentrated, they find newspaper advertising helpful.

Mr. Lehrman's comment was: "all advertising pays".

Although one panel member re-  
(Turn to Page 185)

Left to right, and top to bottom: Robert Hyde, James Foley, Colgate-Palmolive Co., Jersey City, N. J.; Emil Jacobs, Accommodation Supply Co., Philadelphia and Ray W. Boedecker, Colgate. Ed Moritz, James G. Varley, Mrs. Margaret Hoeller, Jack Varley and Gene Thirolf, all of James Varley & Sons, Inc., St. Louis. A. Puleo, Bobrick Dispensers, Inc., Los Angeles; Albert Cohen, Allston Supply Co., Springfield, Mass.; A. D. Seidler, Analab Labs, Inc., Boston; Wil-

liam S. Loucheim and James E. Pollak, Bobrick.

Robert Hoffman, Trio Chemical Works, Inc., Brooklyn; Jules R. Slade, and Alfred J. Laurence, Chemical Service Co. of Baltimore, and Stanley Hoffman, Trio. A. G. Kastin and Charles V. O'Donnell, Mione Mfg. Co., Collingdale, Pa.; Stewart B. Lawrence, Lawrence Sanitary Co., Richmond, Va.; J. R. Ginsburg, Monarch Chemical Laboratories, Inc., Baltimore; H. R. Albertson, Mione. Moe Sigelbaum, Mrs. Joseph Fuld, Irving Morris, Mrs.

Morris, all of Fuld Brothers, Inc., Baltimore.

Peter Hopkins and Alan Cameron, Airkem, Inc., New York; W. F. Kane, A. Miles, Sol Silverstein, J. Corson and Norman J. Kasser, American Hand Dryer Corp., Philadelphia. Egon Wolf, Egon Wolf Co., Washington, D. C.; Robert Solly, Harley Soap Co., Philadelphia; Morris H. Surath, Abbott Supply Co., Detroit; Charles Solly, Harley and Mrs. Walston D. Brown, Douglas Products Sales Corp., Rochester, N. Y.

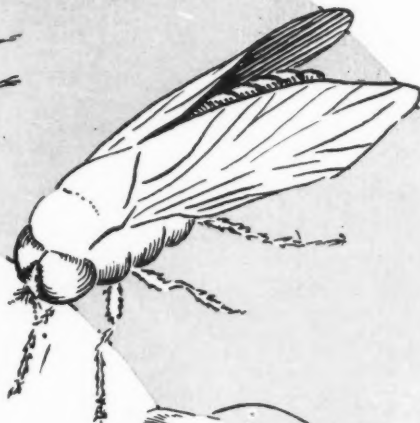
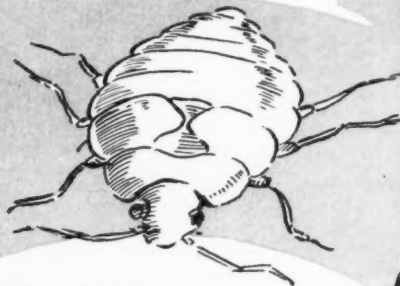




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# ONE-INVENTORY

Pyrethrum Insecticide



## PYRONYL UNIVERSAL CONCENTRATE



### PEST-TESTED-ECONOMICAL

Pyronyl Universal Concentrate. A new Prentiss development formulated to produce an economical and effective product for all the major uses of a Pyrethrum Concentrate.

With this one Concentrate you have:

1. A knockdown agent
2. An AA grade fly spray
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Pyronyl Universal Concentrate (Pyrethrum plus Synergist) provides the answer to many insecticide problems especially when safety and non-toxicity are factors.

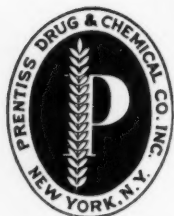
With Pyronyl Universal Concentrate you eliminate multiproduct inventories of Pyrethrum products and avoid substitutions.

Write today for information concerning this new Prentiss product or for these other concentrates listed.

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#### PEST-TESTED PRODUCTS

Pyrethrum  
Allethrin  
Chlordane  
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Warfarin



## PRENTISS DRUG & CHEMICAL CO., INC.

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9 So. Clinton Street, Chicago 6, Ill.



# What's New at NSSA Show

**Airkem, Inc., New York.** Introduced "Adds", a new detergent, deodorant and sanitizer, which comes packed in five, 15, 30 and 55 gallon containers. Also new, and shown at the show for the first time, is "Airkem" aerosol insecticide. This newest addition to the Airkem line of odor counteractants features "Strobane" as the insecticidal ingredient. Pictures of both products appear on Page 61 of this issue.

**Allied Block Chemical Co., Pittsburgh.** Featured new "Fly Charmer" of Pittsburgh Coke & Chemical Co., Pittsburgh. The plastic unit is constructed with an inner pylon which can be raised or lowered into "L-13/59" insecticide solution that attracts and kills flies.

**American Dispenser Co., New York.** Showed its new line of "basin type" soap dispensers. This new line is available in models that dispense liquid or lather type soaps. Dispensers are available with either glass or metal globes, which are located under the basin and thus do not have to be handled to fill the dispensers. Filling is accomplished from the top of the unit.

**American Floor Surfacing Machine Co., Toledo.** Unveiled new "Floor King" lines of maintenance machines. The standard line comes in 14, 16 and 19 inch brush sizes, with motors ranging from 1/2 to one horsepower. In addition there is a heavy duty line in 14, 16, 19 and 23 inch brush sizes, with motors of from 3/4 to 1 1/2 h.p. The new "Floor King" line is designed to wax, scrub, polish or steel wool all types of floors. These units can also grind concrete and terrazzo. They feature vertical mounting with new gear-saving direct drive motors. Handles adjust to desired heights, and are removable for easy storage and transportation.

**American Hand Dryer**

**Corp., Philadelphia.** Introduced new sample hand dryer built into portable kit for demonstration purposes. The unit is now being distributed to dealers all over the U.S., according to William F. Kane.

**American Standard Manufacturing Co., Chicago.** Announced that effective immediately four of its line of dust and sweep mops are now being made with the new synthetic, magnetic yarn, "Saran", produced by Dow Chemical Co., Midland, Mich. Because the yarn develops a slight static charge when the mop is in action, it attracts and holds dust and dirt. "Saran" is claimed to be impervious to most acids, alkalis, mildew or petroleum products. It does not stain or discolor readily. Other features include a tolerance to laundering. It can be washed clean by machine or by hand in hot, cold, or warm water, with or without soap or detergent.

The four styles of dust and sweep mops now available with "Saran" yarn are American's "Simplex" triangle (wedge style), "Simplex" No. 25 rectangle; "Big X" (tie-on), sizes 12 through 48 inches; and "Sleeve" (2-piece sleeve type) sizes 12 through 48 inches.

**Armour & Co., Chicago.** Stressed its new "Energetic W-100" liquid detergent. This new addition to the Armour industrial line features high-sudsing, good detergency and instant wetting. "Energetic W-100" is a nonionic type detergent which can be used to make up finished dishwashing detergents at a cost of less than 3 1/2 cents per pound. A formula booklet is available from the company by writing to 1355 W. 31st St., Chicago 9, Ill.

**Atlantic Stamping Co., Rochester, N. Y.** Demonstrated new mop truck with rubber bumpers to prevent marring of base boards.

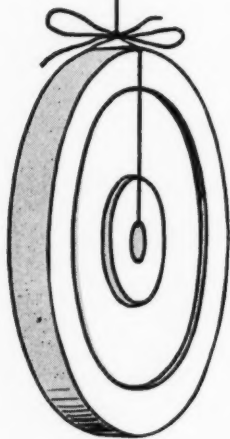
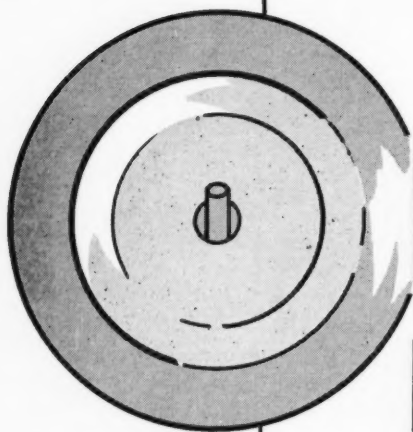
Comes in two 26-quart or 30-quart pail styles, or 35 quart mop pails with a squeezer. The unit is also available with a 60-quart divided pail, one section of which holds 35 quarts.

**Baird & McGuire, Inc., Holbrook, Mass.** Featured its new line of wax strippers. These come in two types: ammoniated and non-ammoniated. Both can be used on all types of flooring and come in a wide range of container sizes. Also shown were the complete line of disinfectants and insecticides.

**Bennett Manufacturing Co., Alden, N. Y.** Introduced new closed drop-in waste receptacle. The new cylindrical receptacle has a self closing door with spring action. The door is placed in the center of the dome shape top. The new Bennett receptacle is made of heavy duty steel, chemically treated for corrosion resistance, with a white baked-on enamel finish. Galvanized liners are equipped with full swing handles for easy emptying. Base of the new unit is stainless steel for easy cleaning. Unit can be use indoors as well as out-of-doors. A photograph of the new receptacle appears on another page of this issue.

**Bobrick Dispensers, Inc., Los Angeles.** Featured new No. 33 powder dispenser. Amount of powder to be dispensed can be controlled by an adjustment screw on valve. Unit comes in white, baked-on enamel finish and chrome finish. Also new with Bobrick is the "Bob-Key" dispenser master key for locking and opening filler tops and un-locking hinged tops of Bobrick's "tamper-proof" dispensers. "Stimuli for sales" in the form of wash-room survey sheets were also distributed.

**Boxer Manufacturing Corp., St. Louis.** Featured its new polyethylene multi-purpose liquid soap



# ODORANT DISCS

are being adapted to many new uses as the practicality and convenience of this means of odor dissemination becomes more widely known and appreciated. Fragrance, of course, is the key to every such product's success,—fragrance that is easy to live with, low priced, long lasting and stable. FRITZSCHE chemists have conducted hundreds of tests with perfumes used in conjunction with the various disc materials employed—unglazed ceramics, plaster, pressed wood, etc. By virtue of this experience, we are able to lend helpful, practical assistance to any manufacturer engaged in or contemplating a merchandising program embracing this promising field.

## WHERE ODORANT DISCS MAY BE USED:

Airliners, Automobiles, Basements, Bath Rooms, Clothes Closets, Hospitals, Kitchens, Lavatories, Locker Rooms, Nurseries, Railway Coaches, Rest Rooms, Smoking Rooms, Waiting Rooms and many others.

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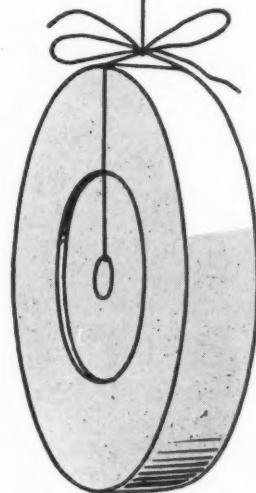


1871

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PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

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dispenser that comes in pint, quart and half-gallon sizes. These dispensers are mounted on a swivel bracket for refilling through neck of bottle by removing nozzle.

**Breuer Electric Mfg. Co., Chicago.** Showed its new line of "Tornado Series 80" industrial floor maintenance machines including vacuum cleaners, floor machines and electric sprayers.

**Buckingham Wax Co., Long Island City, N. Y.** Showed new "Super Gloss" no-rubbing liquid floor wax. Also new are an odorless disinfectant and deodorant and a wax base cleaner. The wax base cleaner is a new, anti-slip, dual purpose cleaner that features economy in application. Buckingham also showed "Flexi-Cote", its non-slip, waxless floor finish, and "Neutra-Sheen" neutral cleaner and "De-luxe" gym finish.

**Camp Chemical Co., Brooklyn.** Demonstrated "Skour-Nu", an all purpose cleaner, which Camp has just added to its line following the acquisition of Skour-Nu, Inc., New York.

**Candy & Co., Chicago.** Introduced "Super Cadox", a new water emulsion type floor wax containing "Ludox" colloidal silica as the anti-slip ingredient. Among the features claimed for the newest addition to Candy's line of floor maintenance products is increased slip-resistance; high gloss and beauty, water resistance, hardness, high resistance to dirt retention and discoloring traffic marks, and "proper degree" of removability. "Super Cadox" is listed by the Underwriters Laboratory.

**Chemical Service of Baltimore, Inc., Baltimore.** Announced several new products at the show. Among them were: "Keep Clean", a new dirt inhibitor for application to rugs and carpets. The material is a liquid, which contains "Ludox" colloidal silica, and is sprayed on rugs and carpets to inhibit soiling. "Keep Clean" comes in all size containers through 55 gallon drums.

Also new at Chemical Service's booth was an all-surface cleaner and sanitizer designated "Chloro-

phenol". The product is said to perform particularly well on terrazzo floors. It also removes rubber burns and strips wax floors effectively, according to its maker.

"Lab-Cote" floor dressing made its debut at the show. It provides a clear, hard and shiny floor dressing that its claimed to be easy to maintain, apply and remove. The new floor finish may be damp mopped 24 hours after application, and is buffable. "Lab-Cote" is packaged in white cans and drums printed with "Day-Glo" fluorescent inks.

Another new item of Chemical Service is a low cost mixing device. The unit has a plastic nozzle that is attached to a water faucet. A yellow polyethylene plastic tube, attached to the plastic nozzle, leads into a container holding a concentrated cleaner. A finger controlled automatic cut off regulates the flow of the concentrate which mixes with water from the faucet.

**Colgate-Palmolive Co., Jersey City, N. J.** Made first public showing of new "Colgate Low Foam Detergent." The newest member of the company's industrial line of soaps, synthetic detergents and scouring cleaners, is a dry powder, crystal like, solid bead. For industrial and institutional applications, at present it comes packed in 100 pound bags only.

**Davies-Young Soap Co., Dayton, O.** Featured was a new utility cart to be sold for \$20 as part of a cooperative deal with 55 gallon drums of cleaners and floor maintenance materials made by Davies-Young. The steel cart is mounted on rubber tire casters and has a platform and shelves for easy mobility of cleaning materials in hotels, hospitals, public buildings, etc.

**Federal Varnish Division, Chicago.** Presented for the first time "Kwik Kleen" concentrate, an all-purpose cleaner based on a formulation including synthetic detergents. The new cleaner is applied by mopping on floor surfaces and removed by mopping after an inter-

val of one minute. One gallon of the concentrate makes up to 40 gallons of cleaning solution. "Kwik Kleen" is available in one, five, 30 and 55 gallon containers.

Also new at Federal is "Gloss Grip", a combination of water soluble resins especially formulated into a wax free water base floor finish. It may be used on all types of composition floors, including asphalt, rubber, vinyl, linoleum, and terrazzo.

Federal also announced new "Wax Strip". One part of the new stripper is used with 10 parts of water for removing build-up of old wax around floor edges. For hard, resistant or waterproof type wax, one part of "Wax-Strip" to seven parts of water is the recommended dilution. For periodic wax stripping the dilution is 15 parts of water to one of the stripper.

**Franklin Research Co., Philadelphia.** Featured new private label containers for its complete line of floor care products and furniture polishes and wax removers. These containers are silk-screen printed and carry the distributor's name.

**Fuld Brothers, Inc., Baltimore.** Announced "Out" a new liquid bowl and porcelain cleaner and disinfectant under the Associated Just Distributors, Inc., name. For use on washroom fixtures, it is safe for use on toilet bowls, urinals, sinks, tubs, showers, etc., according to the maker. It is said not to be injurious to ceramic, porcelain and porcelain enamel surfaces, vitreous and non-vitreous. A liquid cleaner, "Out" is blue in color and comes packaged in half-gallon and gallon glass jugs. Jugs have wide mouths permitting mop to be dipped directly into the cleaner. Bottles are packed in cardboard cartons, which can be stacked. Mops and check mirrors are included with every carton of "Out". No gloves or special handling are required. A photograph of "Out" appears elsewhere in this issue.

**Harley Soap Co., Philadelphia.** Featured new "Cremedic" hand cleaner, which contains the germicidal ingredient hexachloro-



# THE *Aerosol Valve* FOR YOUR PRODUCT by *Precision*



**NOW...** Precision's same high quality, time-tested aerosol valve is being manufactured in England, France, Germany, Italy and Brazil. The availability of the Precision Valve throughout the world now permits your foreign sales to enjoy the same aerosol growth and success that has been experienced in this country. So wide-spread has been the public acceptance and demand for self-dispensing packages, that new type products and additional brands are added daily to the long list. Now is the time for you to investigate this market.

## *Why is Precision the Leader?*

**DESIGN . . .** The wide range of Precision Valves featuring positive, fingertip operation assures a successful solution to your specific spray requirements.

**CONTAINER . . .** Precision has a valve engineered for the aerosol container of your choice plus the widest selection of plastic colors to enhance the beauty of your package.

**PRODUCT . . .** Plastic construction eliminates corrosion enabling Precision Valves to perform efficiently for all products whether foam, residual or true aerosol.

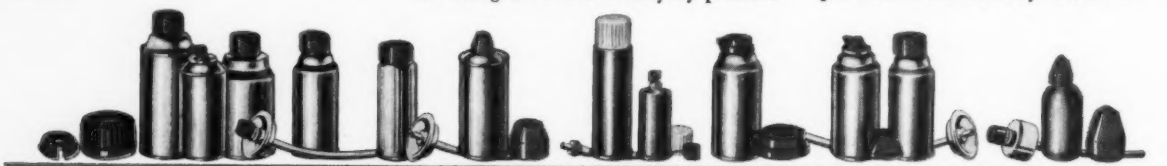
**FILLING METHOD . . .** All types of aerosol products with Precision Valves, are being filled successfully by pressure

as well as refrigeration at the lowest possible cost.

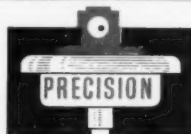
**QUALITY . . .** Precision's basic research, production skill, development techniques, 100% inspection of every valve *plus* the background of over 150,000,000 time-tested valves is your assurance of quality.

**ECONOMY . . .** The highest plant production efficiency, as well as the lowest rejection rates for filled containers, assures maximum economy with Precision Valves.

**AVAILABILITY . . .** The world's largest aerosol valve manufacturing facilities, are combined with the latest production methods and techniques, to give prompt production and delivery schedules.



● We invite your inquiry to enable our staff of aerosol valve technicians to work cooperatively in satisfying your valve requirements.



*Precision Valve Corporation*

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phene ("G-11") and lanolin. "Cre-medic" is packed in 55, 30 and 15 gallon drums, as well as five gallon steel drums with polyethylene pouring spout and one gallon glass jugs. Harley also showed its new "Winta-Dis" disinfectant. A bright, clear, green liquid, "Winta-Dis" is packaged in silk-screened one gallon jugs and five gallon steel drums and in 15, 30 and 55 gallon drums. Harley also distributed copies of its recently issued catalog.

**Warren Haviland Corp., St. Louis.** A new squeegee featuring a wiper blade made of a synthetic composition material used for shoe soles was introduced at the show. The squeegee blade is resistant to vegetable and petroleum oils. Blade widths are 15, 18, 24, 30 and 36 inches.

**Hysan Products Co., Chicago.** Presented new "Hylac" aerosol dispensed spray wax. "Hylac" cleans and preserves such surfaces as porcelain, wood, and plastic. A two-step application involves spraying the polish on the surface and wiping it. A hard, high glossy surface of exceptional duration results, according to the maker.

**Illinois Duster & Brush Co., Chicago.** Introduced a new swivel frame dust mop, trade named "Swiv-L-Head." To demonstrate the full swivel features, the firm used a moving machine display of their new frame to show how it revolves when the handle is held at any angle to the floor. Frames are made in 12, 14, 16, 18 and 24 inch lengths. Regular dust mop heads are used, which are sewn with Nylon thread.

**"J" Chemical Works, Brooklyn.** Introduced for the first time "J" "Rinse-All" for injecting a chemical into the final rinse of dishwashing machines as an aid in drying dishes, glasses and silverware as they leave the machine and without spotting. "Rinse-All", a liquid compound, can be used in any rinse injector. Also shown for the first time were "J" "Silver Dryer" and "Quik-Dry" for drying silverware without spotting and new type private label dishwashing compounds

for plastic dishes. In addition, "J" displayed its "Super Mafos" briquets, cleaners and detergents.

**Kent Co., Rome, N. Y.** Introduced new Model "K-19" floor machine which features "balanced power" and "floating power". "Balanced power" refers to the fact that the  $\frac{3}{4}$  hp motor is set forward  $2\frac{5}{8}$  inches to counteract the weight of the handle, which Kent claims makes for easier control. In addition, the motor is set  $2\frac{5}{8}$  inches off center to counteract torque. A special device incorporated in the gear to absorb shocks delivers power smoothly from motor to brush, which is described as "floating power." The new "K-19" has a brush diameter of 19 inches, a brush speed of 160 rpm and a motor speed of 1725 rpm. A heavy duty unit is available with a one horsepower motor.

**Laitner Brush Co., Detroit.** Offered for the first time a new line of floor sweeps with adjustable handle braces. Brushes are claimed to be lighter in weight and more maneuverable than conventional type floor sweeps. The metal brace allows for adjustment of the handle to the height of the sweeper. It also can be reversed for longer wear. The handle locks into position to prevent twisting. A steel ferrule supports the handle and prevents breakage. The brush back is made of hardwood. A narrow, two-inch block permits cleaning in small areas and is said to be less tiring to use in open areas. The tufts are staple set and are available in a complete range of brush fillers. Fillers are available for polished floors, average and rough floors. They range from soft to stiff fibres, wire, synthetics and horse hair, and are available in a range of sizes from 14 to 36 inches.

A new brush for professional window cleaners was displayed, which is said to be resistant to acids. Laitner claims it will hold as much fluid as genuine hog bristle brushes. It is made on a mahogany block, available in a range of sizes and filled with Du Pont's "Tynex" Nylon.

**Market Forge Co., Everett, Mass.** Added to its line of mop wringing equipment a new type stainless steel bucket and dolly. Also new is a mop wringer.

**Moore Brothers Co., New York.** Showed new "Powderflo" powdered soap dispenser. Constructed of a corrosion proof, heavy gauge polished metal, the new dispenser is  $7\frac{3}{4} \times 4 \times 3$  inches and holds up to three pounds of powdered hand soap. Full hinged lock and "shuttle" type dispensing mechanism are other features. Moore also displayed "Tanc Type" soap dispensers with hidden brackets. The firm also announced that it was changing the design of many of its dispensers.

**Moran Brush Manufacturing Co., Hamden, Conn.** Showed two new types of brushes. For heavy duty sweeping Moran introduced the "Beauty Floor Brush". It features a stiff bassine center surrounded by black tampico encased in a hair border. Moran also introduced a new oblong fountain brush for bus and car washing. It is hand wire drawn in a rubber block with 100 percent India bristle. The new fountain brush is furnished with a six foot, durable, easy-to-handle aluminum pipe with brass shut off valve. When pipe is detached, the brush part is adaptable for hand washing.

**National Milling & Chemical Co., Philadelphia.** Featured in its general line of soaps and detergent, "Liquid Germicidal Floor Cleaner", "Namico 444", and two products now packaged in five pound cartons. These are an all-purpose sudsing detergent, "Namico 447" and a new controlled sudsing laundry compound, "Snap" suitable for household and industrial use.

**Noxon, Inc., Jersey City, N. J.** Display promoted new brown "Noxon", which is available in brown gallon containers for the first time. Brown "Noxon" is designed to take the place of white "Noxon" for special applications. New literature and new promotion ideas were distributed and explained to jobbers.

**Peck's Products Co., St.**

# NEW



## WAX-RESIN BLEND

## R-50

### SPECIFICATIONS

ACID NO.	SAP. NO.	R & B S.P., °F	COLOR, NPA	PEN 100/5
40-50	65-80	190-200	4½ Max	2 Max

R-50 is a blend of Petrolite-developed, high melting, phenolic terpene resin and oxidized microcrystalline wax.

Suitable for use in all emulsion equipment, it eliminates the nuisance of wax-resin blending.

It simplifies raw material stocking. Being highly compatible, it is adaptable to many no-rub formulations.

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**Louis.** Featured new "Super Pexide" low sudsing detergent for mechanical dishwashing. Homogenized, "Super Pexide" contains chlorine and a new wetting agent, which is claimed to soften water and penetrate soil. In addition to eliminating water spotting, the new Peck detergent is claimed to keep washing machines clean by preventing lime deposits resulting from use with hard water. "Super Pexide" is packed in cases of 20, 44-ounce packages, 125 pound kegs and 325 pound barrels.

**Puro Co., St. Louis.** Introduced new air-tight cellophane wrapping for its line of "Jumbo" deodorant blocks. These blocks come in eight, 12, 16 and 24 ounce sizes. The three larger blocks come in hanger containers. They are available in "Surf", lilac and rose odors. Also featured at Puro's booth was the "Sana-Bole" deodorant block with the snap-on wire hanger. Stamped floral design "Sana-Bole" blocks weigh four ounces. Puro also showed its new four ounce deodorant blocks with cellophane wrapping and special tube containers to reduce evaporation.

**Shore Metal Products Co., Los Angeles.** Showed new "Shoreline Combination" toilet tissue cabinet, which can dispense either single or double fold tissues. New unit comes in white or green baked enamel or in triple-plated chrome finish. It features sloping top, hidden mounting, standard lock and key, and is available with distributor's name.

**Simoniz Co., Chicago.** Made first trade showing of its new line of bulk industrial waxes and polishes. These include a heavy duty slip-resistant, self-polishing floor wax; a non-scuff, non-buffing, slip-resistant wax base fortified with Simoniz' composite cero-resin; an all-purpose concentrated floor cleaner; a heavy duty floor cleaner and polishing paste designated "Triple X", and "Hi Lite" furniture polish in dark and light shades for furniture in those finishes.

**Solar - Sturges Manufacturing Co., Division of U. S. Indus-**

**tries, Melrose Park, Ill.** Announced the new "Solar Jet" waste receptacle, which features a dome top of stainless steel which swings freely inside the outer shell in any direction. This permits waste to be placed in the container from any angle. The newest Solar addition has an outer shell of white baked enamel finish and stainless steel bands at top and bottom. Stainless steel legs keep the "Jet" raised 7/8ths of an inch off the ground or floor surface. The inner container is fabricated of heavy galvanized steel and equipped with a sturdy handle. Emptying is accomplished by lifting the lightweight outer shell.

**Steccone Products Co., Oakland, Calif.** Showed new "Ettore" floor squeegee featuring "push-pull" wiping action. The squeegee has an adjustable blade, which is moved forward for pulling or set perpendicular for pushing by an adjusting screw on the aluminum channel that holds the rubber blade. Rubber is soft, resilient, oilproof and non-sparking.

**Sterwin Chemicals, Inc., New York.** Unveiled new five gallon metal container for "Roccal" quaternary ammonium sanitizing agent. The new four spout pail, which has a special polyethylene lining, will be used to package 50% "Roccal" concentrate. In addition, Sterwin distributed a new 48-page booklet dealing with applications, chemistry, bacteriology, pharmacology and toxicology, physical properties, packaging data and bibliography on "Roccal".

**Superior Rubber Mfg. Co., Chicago.** Announced new "No-Trax Safety Tread" all-purpose runner matting featuring safety ribbing. The new rubber matting comes in four marbled colors: brick red, green, black and light grey, in widths of 36 inches. There are 20 to 30 yards to a roll. The matting can be swept or mopped. A photograph of the new matting appears elsewhere in this issue.

**Trio Chemical Works, Inc., Brooklyn.** Recently introduced "Amazon" germicidal floor wax was featured in a display of the full

line of specialties and sanitary chemicals made by Trio. "Amazon", believed to be the first germicidal floor wax, is available under private label. Full technical information on the product and its merchandising was made available at the Trio booth.

**Uncle Sam Chemical Co., New York.** Made the initial showing of its new "50-50" industrial self-polishing wax. A combination wax-resin product, "50-50" is claimed to combine the hardness of non-wax materials with the best features of the natural waxes. Scuff-resistant, the new finish is buffable without powdering, can be damp mopped, and is easily removed with soap and water. It dries to a high luster. Available in a full range of container sizes from one to 55 gallons.

**James Varley & Sons, Inc., St. Louis.** Stressed the two newest additions to their line of maintenance chemicals: "Varco Bright" #18 concentrate floor wax and "Varco" moth proofer. Varley's new floor wax is designed for use on heavily trafficked areas of linoleum, asphalt tile, rubber tile and finished woods in such locations as elevators, corridors, public buildings, stores, etc. New "Varco" moth proofer is available for control of adult moths, larvae and eggs as an aerosol or conventional spray product. As an aerosol "Varco" moth proofer comes in a 12-ounce container, or in bulk as a spray. Also available under private label.

**Virginia-Carolina Chemical Corp., Richmond.** Featured new "profit plan" for dealers. In addition complete line of "V-C" cleansers, detergents, quaternary ammonium sanitizers and 50 percent available chlorine powder disinfectants were shown.

**T. F. Washburn Co., Chicago.** Emphasized the safety theme, particularly as it applies to floor maintenance materials. The use of stickers on their products accenting the safety theme is a new approach in Washburn's merchandising plans. Washburn also stressed its coordi-

(Turn to Page 185)



# *only* **ORTHO Lindane\***

*gives you all these advantages*

## GUARANTEED GAMMA

-- minimum pure gamma isomer 100%. ORTHO Lindane assures you of true Lindane quality actually higher than minimum Government requirements for pure Lindane.

## EASY FORMULATIONS

--easily handled--easily formulated as a spray or dust. ORTHO Lindane crystal particles are dry, free-flowing. Easily ground to micro-size.

## STABILITY

--chemically stable.

## MANUFACTURING "KNOW-HOW"

--made exclusively by the original manufacturers of Lindane in the U.S.A.

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\* ORTHO Lindane is a truly amazing insecticide offering high potency, rapid action, and residual control. Kills more than 200 varieties of insects by contact, vapor action, and stomach poison.

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*Full text of*

# Aerosol Patent Decision

**Complete decision of Federal Judge William C. Coleman upholding validity of Spitzer patent covering Carter's "Rise" lather shave. Colgate and other defendants were found guilty of infringement and unfair competition.**

**T**HE full text of the decision of the U. S. Federal District Court in the Carter Products, Inc., New York, vs. Colgate-Palmolive Co., Jersey City, N. J., suit was issued late last month. Federal Judge William C. Coleman, who presided at the eight weeks trial in Baltimore, decided: 1. the Spitzer patent on "Rise" aerosol lather shave is valid; 2. the patent has been infringed by Colgate, Stalfort Pressure-Pak Corp., John C. Stalfort & Sons, Inc., and Read Drug & Chemical Co., all of Baltimore, and 3. Colgate is guilty of wrongfully appropriating confidential information and trade secrets of Carter.

In addition Judge Coleman will sign a decree covering the above points and permanently enjoining the four defendants from committing further alleged acts of infringement of the Spitzer patent. The defendants will also be required to account to Carter, and to other plaintiffs as their interests may appear, for damages and profits occasioned by the infringements.

Colgate will have to account to Carter, and to other plaintiffs as their interests may appear, for such damages as the plaintiffs may have sustained through Colgate's alleged wrongful appropriation of the plaintiff's confidential information and trade secrets, and for profits derived by Colgate by reason of the same.

The proceeding will be referred to a Special Master for the purpose of determining the amount of damages and profits occasioned by the alleged infringements and appropriation of the trade secrets by Colgate.

The defendants will be required to pay for the cost of the proceedings in the proportions to be fixed by the Court.

Preceding the complete text of the judge's decision is a summary of the points raised by the defendants and the judge's ruling on them.

Because of the length of the decision, which covers not only the validity of the Spitzer patent but also the question of unfair competition by alleged wrongful appropriation of confidential information and trade secrets, we are publishing the court's finding in two installments. The first covers the ruling on the validity of the patent. The second part, which will appear in the May issue, deals with the ruling on unfair competition.

District Court, D. Maryland  
CARTER PRODUCTS, et al.  
v. COLGATE-PALMOLIVE COMPANY  
et al.  
No. 6954 Decided Mar. 10, 1955

## PATENTS

### 1. Patentability—Anticipation — Patents—Foreign (§51.2215)

In order for foreign patent to preclude issuance of patent in United States within meaning of 35 U.S.C. 102(a), foreign patent must have become open in the foreign country to

the public; therefore, date when Belgian patent was first disclosed to public under Belgian Patent Office procedure must be taken as date when it was patented, not the earlier date of decree signed by Belgian Minister of Interior.

### 2. Interference—Priority (§41.70)

Date of conception controls in determining date of invention where there is no proof of lack of due diligence in reducing to practice.

### 3. Patentability — Anticipation—Publications—What is publication (§51.2277)

Typewritten Argentine and Panama patents are not printed publications within meaning of 35 U.S.C. 102(a) and (b).

### 4. Patentability — Anticipation—Prior knowledge, use or sale (§51.223)

What was publicly known or used in foreign country is not a bar to United States patent unless such was either patented or described in printed publication in foreign country.

### 5. Foreign patents (§38.)

#### Patentability—Anticipation — Patents Foreign (§51.2215)

Nothing is treated as patented by foreign patent except what is actually claimed therein.

### 6. Presumption from patent grant—Patent Office consideration of prior art (§5.5)

It is significant, in determining pertinency of prior patents, that they were before Patent Office during pendency of application for patent in suit.

### 7. Patentability—Anticipation — Experiments (§51.209)

35 U.S.C. 102(g) renders abandonment of secret experiment a bar to its use as anticipation.

### 8. Patentability—New use or function—In General (§51.551)

Where article has been used and method of its manufacture is known, more than new advantage of the product must be discovered in order to claim invention: it is not invention to perceive that product which others had discovered had qualities that they failed to detect.

### 9. Patentability—New use or function—Analogous art (§51.553)

Application of combination of old elements to new and closely analogous

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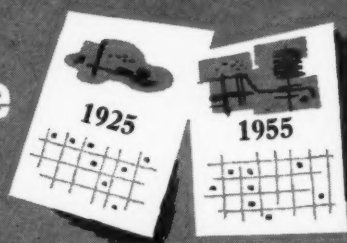
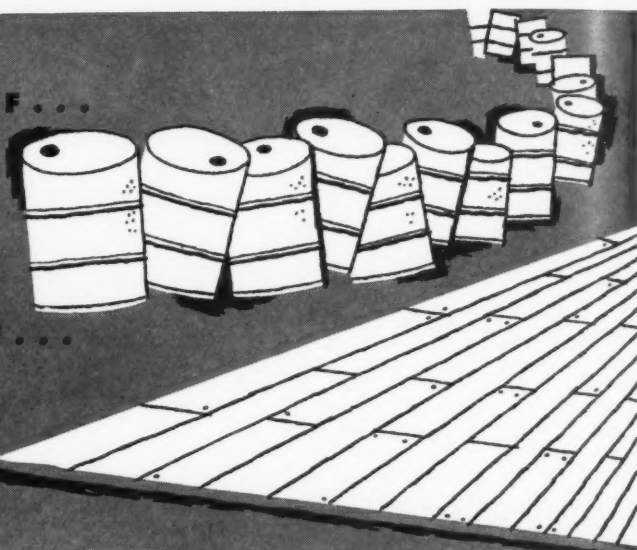
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use, if that use to one skilled in prior art would be indicated as an appropriate use, is not invention.

#### 10. Patentability—Evidence of — In general (§51.451)

It is significant as showing invention that infringer advertised its infringing product as a great discovery.

#### 11. Infringement—In general (§39.01)

Defendant infringes where, as agent for third party, it assembles infringing articles, packs them in containers, and ships them to third party's customers.

#### 12. Infringement—In general (§39.01)

Retailer infringes where it purchases infringing articles, ready for sale, and sells them to retail trade.

### PATENTS

#### Particular patents—Lather

2,655,480, Spitzer, Reich, and Fine, Lather Producing Composition, claims 1 to 21 valid; claims 5, 6, 8 to 10, 15, 18, and 20 infringed.

THIS is a suit based upon United States Patent No. 2,655,480, issued October 13, 1953, on application filed November 2, 1949, to Joseph Spitzer, Irving Reich and Norman Fine. The corporate plaintiff, hereinafter called Carter, is the exclusive licensee under the patent which, in the words of the patent itself, "relates to a composition for use in producing a soap or a detergent lather without resorting to any manual or mechanical whipping or agitating operation."

More specifically, it embraces a pressurized self-generating lather composition in a small can with a press-button, outlet valve which Carter manufactures and markets as a shaving preparation under the name "Rise." The patent hereinafter will be referred to as the Spitzer patent.

There are four defendants (a fifth, Noxzema Chemical Co., Inc., having been dismissed before trial), namely, Colgate-Palmolive Company, hereinafter called "Colgate"; Stalfort Pressure-Pak Corporation and John C. Stalfort & Sons, Inc., hereinafter referred to jointly, as "Stalfort," and Read Drug Chemical Company, hereinafter referred to as "Read."

The Spitzer patent embraces 21 claims, but only 8 of them are in suit, namely, Nos. 5, 6, 8, 9, 10, 15, 18 and 20, are alleged to be infringed, although all 21 are covered by defendant's counterclaim of invalidity. Colgate admits infringement of these 8 claims by one or the other of its products, known as Rapid-Shave and Barber Shave. Stalfort is charged with infringement of 5 claims, Nos. 6, 8, 9, 10 and 19, by packaging and pressurizing a self-generating shaving lather composition for the Mennen Company, called "Foam Shave," and shipping it to Mennen's customers; Read is charged with infringing by reason of selling as a retailer, Rapid Shave, Barber Shave and Foam Shave. Both Stalfort and Read deny any infringement. All defendants assert the defense of invalidity of the Spitzer patent.

In addition to denying invalidity, plaintiffs claim additional damages from defendant Colgate on the ground that it wrongfully appropriated plaintiffs' trade secrets involved in the composition of "Rise," which two of the plaintiffs, Spitzer and Small, as owners of the patent, developed jointly with the corporate

plaintiff, Carter; and plaintiffs also claim that Colgate utilized these trade secrets in developing its competitive products just referred to. The two main questions for determination in the present suit are, therefore: (1) whether the Spitzer patent is valid; and (2) whether Colgate wrongfully appropriated any trade secrets of Carter relating to "Rise." These questions will be considered in the order just stated.

#### PATENT VALIDITY

In considering the question as to the validity of the Spitzer patent, it is essential, first, to understand the state of the shaving preparation art at the time "Rise" first came on the market in April, 1951, with a label bearing the words "Patent Pending" and "Secret Formula."

Prior to this time, lather for shaving had always been made by whipping air into a soap and water solution by using a shaving brush, either with the long familiar, but now rather obsolete mug, and more recently with tubed shaving cream whipped into a lather on the face by a brush. An adaption of this principle for the professional barber is the rather modern lather-making machine used in barber shops, where air is mechanically whipped into a soap solution to form a lather by a motorized process. All of these lathers, whether made by brush or by machine, employ ordinary air as the bubble-forming gas.

The other relatively recent and prevalent preparation to facilitate shaving is the so-called "brushless shaving cream." This forms no lather, but is merely spread on the face, like cold cream, to provide a hair-softening medium and a lubricant for the razor blade. Brushless shaving creams are relatively inefficient compared with lather. They are less pleasing to use, harder to remove from the razor and the wash-bowl, and are in vogue primarily because of greater convenience, since no whipping up of lather is required.

Since the composition of the "Rise" patent is not confined to use for shaving, but expressly includes use for "shampooing or other washing or cleansing operations," it is appropriate to quote the following statement from the "Rise" patent as to what the patentees understood to be the state of the prior art in respect to shampooing: "In shampooing the hair, soap solutions are generally applied to the hair and then worked into a lather with the hands. The working up of lather delays the actual hairwashing operation and the rubbing of the hair and scalp incident to mechanically working up the lather may be undesirable to some cases."

The object of the invention and the composition employed to attain these objects are set forth in great detail in the patent, from which we quote as follows at some length, because of the highly technical character of the subject matter:

"The present invention has for its object the provision of an improved composition for forming soap or synthetic detergent lather of fine quality without the use of a brush or any mechanical whipping mechanism or operation. The composition of the present invention provides a lather, such as a shaving, shampooing or washing lather, that is formed as the composition is released from its container and may be directly

applied to the skin, hair, or other part or material in lather form without the use of a brush or other applying instrument and without preliminary mechanical or manual lather forming operations.

"In general, the above and other objects of the invention are carried out by employing a composition comprising a water solution of a suitable soap or like detergent and a highly volatile propellant. At least a substantial proportion of the propellant used in the mixture is insoluble in the soap solution and the two primary ingredients are mixed and maintained under sufficient pressure so that the insoluble portion of the propellant is in liquid phase, existing as droplets or in the form of a liquid-liquid emulsion in the soap solution. The mixed primary ingredients are confined at the vapor pressure of the propellant in a pressure-tight container having an opening controlled by a suitable manually operable valve. When the valve is opened, the pressure on the composition is released as it emerges from the container, with the result that a fine textured creamy lather is produced. The action is apparently such that the volatile propellant liquid, entrapped as an emulsion within the liquid solution, vaporizes upon the release of the pressure therefrom, forming fine gas cells throughout the liquid soap solution and thus forming it into a lather.

\* \* \* \* \*

"The nature of the soap or detergent used, although not critical, has an effect on the type of lather produced. Suitable soaps include the soluble stearate soaps, such as the potassium, ammonium and soluble amine soaps of commercial stearic acid, particularly the triethanolamine and morpholine soaps of commercial stearic acid. The product sold commercially as stearic acid is actually a mixture consisting primarily of stearic and palmitic acid. We shall use the term 'stearates' herein to designate soaps of commercial stearic acid, although soaps of chemically pure stearic acid would be the equivalent for the purposes of this invention. The stearates may be made by neutralization of stearic acid with suitable alkali, or may be introduced in the form of animal fats, such as tallow, which are rich in stearic acid and which, when saponified, form soaps rich in stearic acid. Mixtures of the various stearate soaps may be used, and small proportions, preferably less than 5 per cent, of a less soluble soap, such as a sodium stearate soap may be used with the more soluble stearate soaps mentioned above to secure the desired consistency, particularly when the product is used to produce a shaving lather. Vegetable oil soaps, including the soaps of cocoanut oil, cottonseed oil, olive oil, soya oil, etc., may be used either alone or in admixture with the soluble stearate soaps. When the vegetable oil soaps are used alone, or as the primary soap ingredient, the resultant lather is somewhat looser, coarser and less stable than when soluble stearate soaps or mixtures including a substantial proportion thereof are employed. For this reason, when the composition is to be used for producing shaving lather, a substantial proportion of soluble stearate soap is used, whereas compositions producing shampoo or washing lathers preferably comprise or contain a substantial proportion of vegetable oil soaps. On the other

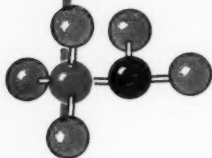




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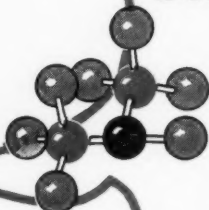
#### Uses

Manufacture of amide and sulfonated amide-type detergents and surfactants. Synthesis of caffeine, aminophylline and desoxyephedrine. Manufacture of photographic chemicals, the explosive tetryl, amide-type plasticizers, ion-exchange resins, corrosion inhibitors and paint removers.

#### Properties

Molecular Weight	31.06
Boiling Point at 760mm, °C	- 6.79
Flash Point, Tag Open Cup, °F	34 (30% sol)
Density at 20°C	0.912 (30% sol)
Weight per U.S. Gallon at 68°F, lbs.	7.6 (30% sol)

### DIMETHYLAMINE $(\text{CH}_3)_2 \text{NH}$



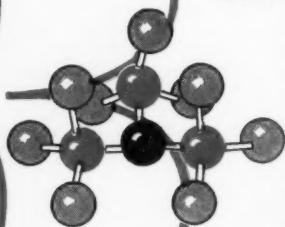
#### Uses

Raw material in manufacture of thiuram sulfide-type vulcanization accelerators and of dimethyldithiocarbamic acid salts used as fungicides. Neutralizing and solubilizing agent in preparation of concentrated solutions of 2,4-D salts. Manufacture of anti-malarials.

#### Properties

Molecular Weight	45.08
Boiling Point at 760mm, °C	6.88
Flash Point, Tag Open Cup, °F	54 (25% sol)
Density at 20°C	0.921 (25% sol)
Weight per U.S. Gallon at 68°F, lbs.	7.7 (25% sol)

### TRIMETHYLAMINE $(\text{CH}_3)_3 \text{N}$



#### Uses

Preparation of long-chain quaternary ammonium compounds used as softeners, lubricants and waterproofing agents for textiles. Used with benzoyl peroxide to "set" methacrylate resins. Synthesis of cationic surface-active agents.

#### Properties

Molecular Weight	59.11
Boiling Point at 760mm, °C	2.87
Flash Point, Tag Open Cup, °F	38 (25% sol)
Density at 20°C	0.913 (25% sol)
Weight per U.S. Gallon at 68°F, lbs.	7.6 (25% sol)

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hand, vegetable oil soaps may to advantage be used in admixture with soluble stearic acid soaps to prepare a shaving lather producing product for the purpose of making the soap solution less likely to gel at low temperatures than solutions made from the stearate soaps alone."

After setting forth a list of 19 examples of soap solutions recommended in preparing the patent composition, the amounts being given in per cent by weight of the soap and water solution, the propellant described in great detail. We quote again at some length as follows:

"Generally speaking, the propellant ingredient of our invention is a volatile organic material that exists as a gas at ordinary room temperatures, exists largely as a liquid at elevated pressures practically maintainable in suitable containers for our composition and that has a low solubility in water. The propellant must be of such nature that it does not destroy the lather or decompose the lather-producing soap in solution.

"We have discovered that relatively insoluble saturated aliphatic hydrocarbons and relatively insoluble partially fluorinated and partially or wholly chlorofluorinated hydrocarbons having vapor pressures within the range from about 5 to 300 pounds per square inch gauge, and preferably from about 30 to 80 pounds per square inch gauge at 70°F., possess these properties. The propellant may be formed of a mixture of two or more such compounds which, although the individual ingredients may have vapor pressures outside the desired range, have, when combined, a vapor pressure within that range. The water solubility of the propellant or propellant mixtures should be such that they exist mainly as a liquid phase undissolved in the soap solution when the two are mixed under pressure sufficient to maintain the propellant in the liquid phase.

"Particularly when the product is used to produce shaving lather, it may be desirable to avoid the use of propellants that result in a marked tingling or burning sensation when the composition is applied to the skin. We have found that the useful lather-producing propellants are generally those with very low solubility in water. The propellant should have a solubility such that less than about 32 cc. of the propellant gas will dissolve in 100 grams of water at one atmosphere absolute pressure and about 25° C. The best propellants have a solubility of less than about 10 cc. of gas in 100 grams of water at the stated pressure and temperature. In general, the least soluble propellants produce little or no burning sensation on the skin, particularly if hydrocarbons in which the hydrogen atoms are substituted by chlorine atoms alone or by more chlorine atoms than fluorine atoms are avoided. We have discovered that the straight chain saturated aliphatic hydrocarbons of suitable vapor pressure, which comprise propane, butane, isobutane and cyclobutane are suitable lather-forming propellants and do not cause an undesirable burning sensation. The inflammability of these propellants introduces a fire hazard. Also usable, particularly in admixture with other propellants, are the saturated,

partially but not completely fluorine substituted aliphatic hydrocarbons of suitable vapor pressure, such as 1,1 difluoroethane ( $\text{CH}_3\text{CHF}_2$ ), which causes little tingling of the skin. The most desirable propellants for lather forming compositions are the substantially water insoluble chlorine and fluorine substituted hydrocarbons of the proper vapor pressure range. Examples of these propellants are:

1,2dichloro 1,1,2,2, tetrafluoroethane ( $\text{CCLF}_2\text{CCLF}_2$ )  
Trichlorotrifluoroethane ( $\text{C}_2\text{Cl}_3\text{F}_3$ )  
Dichlorodifluoromethane ( $\text{CCl}_2\text{F}_2$ )  
Monochlorodifluoromethane ( $\text{CHClF}_2$ )  
Monofluortrichloromethane ( $\text{CFCl}_3$ )  
1,1 difluoroethane ( $\text{CH}_3\text{CHF}_2$ )  
1 monochloro 1, Difluoroethane ( $\text{CClF}_2\text{CH}_3$ )

\* \* \* \* \*

"Our composition is preferably enclosed in a container from which it is propelled as needed by the propellant gas pressure in the head space of the container. As the amount of liquid composition in the container decreases, the concentration of propellant in the liquid mixture drops due to the fact that some of the propellant evaporates to fill the increased head space. Thus, the density of the lather increases as the contents of the container decreases. For this reason, we prefer to use such a proportion of propellant to soap solution that the initial lather density when the container is substantially full lies under about 0.15 gram per cc., where the composition is to produce shaving lather. If the initial lather density is below about 0.06 gram per cc. the final lather will be dry and uneven."

The patent specifications conclude with a recital of 12 examples of stable, shaving lather-producing compositions. The ingredients, namely, (1) the soap solutions and, (2) the propellants, are given by weight when released to atmospheric pressure, at normal room temperatures. Three examples of shampoo and other lather-producing compositions are also set forth.

All of the 8 claims of the Spitzer patent that are in suit are limited to lather-forming and non-smarting propellants generally known under the trade name of "Freon." Claim 6 is limited to dichlorotetrafluoroethane ( $\text{CCL}_2\text{F}_2\text{CCL}_2\text{F}_2$ ), which is Freon-114; claim 8 to dichlorodifluoromethane ( $\text{CCl}_2\text{F}_2$ ), which is Freon-12; claim 9 to Freon-114; claim 10 to Freon-12; claims 18 and 20 embrace a specific group of five Freons having the optimum nonsmarting and other desirable lather characteristics, including Freons-12 and -114; and claims 5 and 15 contain limitations as to the solubility and molecular structure of the propellants, for the purpose of also providing optimum characteristics in a shaving-lather composition. The characteristics of these claims will be hereinafter considered in more detail.

#### A—Prior Patents

In support of their contention that the Spitzer patent is invalid, defendants rely upon three prior United States patents, i.e., to Rotheim, No. 1,892,750, issued January 3, 1937; to Getz No. 2,294,172, issued August 25, 1942, and to Boe, No. 2,524,590, issued October 3, 1950. Reliance is also placed upon a Swedish patent to Rotheim, No. 77,668, issued November 23, 1928, which is sub-

stantially the same as the American Rotheim patent, No. 1,892,750, issued January 3, 1937, hereinafter analysed, and also upon three other foreign patents as follows: Belgian patent No. 487,623, to Estignard-Bluard; Argentine patent No. 59,548, and a corresponding Panama patent. No. 157, both to Daggett & Ramsdell, Inc.

#### (1) Foreign Patents

Before taking up the three American patents above named, we will first consider the Belgian, the Argentine and the Panama patents in this order (omitting further consideration of the Swedish patent to Rotheim for the reason that it is substantially the same as the American patent issued to Rotheim which we will shortly analyse.)

We turn then to the Belgian patent. Colgate maintains that it completely destroys the claim of validity of the Spitzer patent because of its subject-matter, and because it ante-dated the invention embraced in the Spitzer patent and therefore is within the prohibition of Section 102(a) of the Patent Act of 1952 (35 U.S.C.A. (1952) Sec. 102(a). This section reads as follows:

"A person shall be entitled to a patent unless—

"(a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof, by the applicant for patent, \* \* \*"

In addition to documentary evidence, Carter and Colgate produced testimony of experts in Belgian patent law. This evidence clearly establishes that application for the Belgian patent was made on March 1, 1949; that on March 31, 1949, a decree was signed by the Belgian Minister of the Interior, but that the laying open of the patent to the public did not occur until July 1, 1949, i.e., 3 months later; that this was in accordance with the usual Belgian Patent Office procedure, (Sections 19, 20 and 21, Belgian Patent Law of May 24, 1954, as amended), pending which the proceedings in that Office remained secret, although the inventor, under the Belgian law, might have accelerated (or delayed) the issuance of the patent, but he did not do so, with the result that, under the Belgian law, he had no right to enforce his patent until it had been laid open to the public, although once this had occurred, the effective date of the patent reverted back to the date of application for it, insofar as recovery of damages for infringement in Belgium was concerned.

On these established facts respecting the Belgian patent, it next becomes necessary to determine when, within the meaning of the words "patented \* \* \* in a foreign country" (as used in Section 102(a) of Article 35 of the Patent Act, above quoted), this patent was patented in Belgium. These words have been taken without change from R.S. 4887, and were the same in the prior enactment, R.S. 4886, both of which enactments having been consolidated into Section 102, with lettered paragraphs in the 1952 Patent Code.

[1] It is established law that in order for a foreign patent to preclude the issue of a patent in this country within the meaning of Section 102(a), the foreign patent must have become open

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in the foreign country to the public. As early as 1877, in *Elizabeth v. Pavement Company*, 97 U.S. 126, the Supreme Court said (p. 130): "A foreign patent, or other foreign printed publication describing an invention, is no defense to a suit upon a patent of the United States unless published anterior to the making of the invention, or discovery secured by the latter." (Emphasis supplied.) I do not find this statement has been changed either by the Supreme Court or by any decision of a lower federal court in a case where the precise question has been squarely raised and decided. See *Schoerken v. Swift & Courtney & Beecher Co.*, 7 F. 469; *Robinson's Treatise on the Law of Patents*, Vol. 1, Sec. 333, p. 456. Counsel for Colgate rely upon *General Electric Co. v. Hygrade Sylvania Corporation*, 61 F.Supp. 47, 61 USPQ 263; *Scoville Mfg. Co. v. Balistocky*, 48 F.2d 875, 9 USPOQ 172; and *Scoville Mfg. Co. v. Sattler*, 21 F.2d 630. However, a careful analysis of these decisions,—as to two of which (the first and the third named) no appeal was taken, and the second decision was reversed on appeal, on grounds not pertinent to the question before us,—indicates that what was said that was pertinent to the present issue was dicta.

The inconsistency—the inequity—of saying that a foreign patent may void an American patent, even though the former has never been disclosed to the public, is immediately apparent. Therefore, with respect to the Belgian patent, July 1, 1949, the date when it was first disclosed to the public under the Belgian Patent Office procedure, must be taken as the date when it was patented, and not March 31, 1949, the date of the Belgian decree. There is no contention that the patent was ever described in a printed publication in Belgium, as distinguished from the patent itself.

We therefore now turn to a consideration of what the evidence has shown with respect to the date or dates on which the subject matter or embodiment of each of the 8 claims in suit of the Spitzer patent was first conceived, and find as follows: the embodiment of claim 5 was first conceived by the patentees

[2] on April 22, 1949 although not reduced to practice until September 18th of the same year. However, there is no proof of lack of due diligence on the part of the patentees to reduce it to practice. Therefore, the date of conception controls. *Marconi Wireless Co. v. United States*, 320 U.S. 1, 57 USPQ 471; *Radio Corporation of America v. Radio Engineering Laboratories, Inc.*, 293 U.S. 1, 21 USPQ 353. The embodiments of claims 6 and 9 were also conceived on April 22, 1949, and while not reduced to practice until July 14th of the same year, again there is no proof of any lack of due diligence to reduce them to practice. The embodiments of claims 8 and 10 were conceived April 22, 1949, and reduced to practice May, 1949. The embodiment of claim 15 was both conceived and reduced to practice on the same day, i.e., May 10, 1949, and that of claim 18 was conceived on April 22, 1949, and reduced to practice between May 10 and 12, 1949. Lastly, the embodiment of claim 20 was conceived on May 23, 1949, but was not reduced to practice until September 18, 1949. However, there is no proof that this was an undue delay. It should be noted here that

claims 5 and 20 embody a soap formula not even suggested in the Belgian patent, thus they need not be further considered at this point, because they cannot possibly be anticipated by the Belgian patent.

To summarize: the subject matter of each of the 8 claims in suit of the Spitzer patent was invented prior to July 1, 1949, the date when Estignard-Bluard's alleged invention was patented in Belgium. Accordingly, this Belgian patent cannot impair the validity of the Spitzer patent. Therefore, it became unnecessary at the trial to consider the subject matter of the Belgian patent.

Turning next to the Argentine patent No. 59,548, to Daggett & Ramsdell, Inc., granted August 16, 1947, i.e., more than one year before the filing of the application for the Spitzer patent, Colgate maintains that it is a bar to the validity of the Spitzer patent on two grounds: (1) that the Argentine patent itself was "a printed publication" in "a foreign country \*\*\* more than one year prior to the date of application" for the Spitzer patent; and (2) that by virtue of this Argentine patent, the Daggett & Ramsdell invention was "patented" in "a foreign country \*\*\* more than one year prior to the date of the application" for the Spitzer patent, because such a printed publication or such a patent is a bar to patentability in this country by the express provisions of Section 102 (b) of Title 35.

[3] With neither of these contentions do we agree. In the first place, the Argentine patent was not a "printed publication" within the meaning of Section 102(b). The Argentine patent introduced in evidence is a typewritten document. However, defendants urge that it has to be treated as printed because the Argentine law (Section 44) provides that a copy of this typewritten document can be secured by the public without charge. But Section 44 refers to Argentine patent documents as "written." A witness who testified on behalf of Carter as an expert on Argentine patent law, explained that such does provide for partial printing of a small portion of an Argentine patent, namely, the name of the grantee, the term of the patent and a "succinct account" of the invention, but that this printing is limited to the first claim and the first drawing, if any, of the patent, which are completely unrelated to the Spitzer patent, and not relied upon by defendant. The question whether somewhat similar documents satisfied the "printed publication" requirements of our patent law was decided in the negative in *Permutit Co. v. Wadham*, 13 F.2d 454, 15 F.2d 20, by the Court of Appeals for the Sixth Circuit in 1926, which involved a form of German document known as a *Gebrauchsmuster*. To the same effect is *Permutit Co. v. Graver Corporation*, 43 F.2d 898, 7 USPQ 51, a decision of the Court of Appeals for the Seventh Circuit. We do not consider that Hamilton Laboratories, Inc. v. Massengill 111 F.2d 584, 45 USPQ 594, upon which defendants rely, is pertinent on its facts. There the court decided that deposit of a typewritten thesis in a public library in the United States constituted public knowledge in the United States. However, public knowledge in a foreign country is not pertinent to our inquiry unless embodied in a printed publication. In the Massengill case the court was not required to,

and did not, decide this question. See also a recent decision of the Patent Office Board of Appeals, *Ex parte Haller*, 103 USPQ 332.

Thus we conclude that the typewritten Argentine patent is not a "printed publication" within the meaning of 35 U.S.C. Sec. 102(a) and (b).

We now turn to a consideration of the question as to whether the Argentine patent embodies an invention which was "patented" in a foreign country within the meaning of 35 U.S.C. Sec. 102(a)

[4] and (b). By an analysis of these sections we have already shown that what was publicly known or used in the foreign country is not a bar to a United States patent unless such was either patented or described in a printed publication in the foreign country. Thus it becomes necessary to determine what was in fact "patented" by the Argentine patent within the meaning of section 102(a) and (b).

[5] Two alleged experts on Argentine law testified on behalf of Carter that the claims appearing at the end of an Argentine patent represent the sole scope of the patent, regardless of what may appear in the specifications. There was some deposition testimony of an alleged expert to the contrary, but the Argentine patent itself states that the exclusive property and right of the inventor is set forth in the claims. These cover only toilet articles consisting of limited ranges of proportions of propellants and perfume in the form of a homogeneous composition, which may be sprayed like an aerosol insecticide. Thus, a pressurized self-generating shaving lather is not even suggested by these claims. The three composition examples set forth in the Argentine patent, upon which defendants rely, relate to shaving creams and bear no relationship to the claimed subject matter of the Argentine patent, and also are unrelated to anything else in the patent specifications.

That nothing is to be treated as patented by a foreign patent except what is actually claimed therein is well settled under our decisions. *Leeds v. Victor*, 213 U.S. 301; *Permutit Co. v. Wadham* and *Permutit Co. v. Graver Corporation*, supra. See also *Atlas Glass Co. v. Simonds Mfg. Co.*, 102 F. 643; *General Electric Co. v. Alexander*, 280 F. 852; *Springham's Outline of Patent Law*, 1937 Edition, page 203, and *Revisé & Caesar, Patentability and Validity*, 1936 Edition, page 108.

Turning to the Panama patent, since this is also a typewritten document, with claims identical with those in the Argentine patent, and since the uncontradicted testimony of an alleged expert on Panama patent law is to the same effect as that of the weight of the credible testimony relative to the Argentine patent law, the same conclusion is required with respect to both documents namely, that neither is a "printed publication" or "patented" within the proper interpretation of those words as contained in section 102(a) and (b) of our patent law. It thus became unnecessary to consider the subject-matter of these patents.

It is to be noted that these patents were the result of abandoned experiments, which will hereinafter be referred to, conducted in the New York laboratories of Daggett & Ramsdell, a subsidiary of the Standard Oil Company of New Jersey. No application for a



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United States patent on the alleged inventions has ever been made. What presumably happened was that when these patent applications for pressurized perfume spray were about to be filed in Argentina and Panama by a Doctor Fiero, these Segelken formulae were grafted onto the foreign applications, with the idea, presumably, that a Convention date might be established to support a United States patent application for them at a later date.

## (2) United States Patents

We turn now to an examination of the three United States patents which defendants assert anticipate the Spitzer patent. First, as to the patent to Rotheim, No. 1,892,750, issued January 3, 1937, it teaches a method for atomizing liquid materials. Its object is undoubtedly distinct from that of the Spitzer patent. It relates to a spray. The Spitzer patent is for a lather-producing composition. The word "spray" is used some 30-odd times in the Rotheim patent but the word "foam" or "lather" is never used except to caution against producing it. In the Spitzer patent there is no use of the word "spray," but the word "lather" is used some 75 or more times. Furthermore, Rotheim teaches that the ingredients of his soap solution should dissolve in the propellants, whereas it is a basic requirement of the Spitzer patent combination that such ingredient shall not dissolve in the propellants. Thus, reliance upon Rotheim would mislead, rather than aid in attaining what the Rotheim patent teaches. This is the position that Colgate itself took in connection with the application of Norman Fine, filed August 8, 1951, for a patent. It, therefore, is clear that Rotheim does not anticipate "Rise."

Second, as to the Getz patent, No. 2,294,172, issued August 25, 1942, this teaches the making of whipped cream with a propellant, that is, a gas, soluble in water and in the cream that is to be used. The gas preferred by Getz in his specifications is nitrous oxide. It is uncontradicted that if such be used to produce a shaving lather, the result will be completely unsatisfactory. It is true Getz states that Freon-12 is highly water soluble. But we understand this is indisputably an erroneous statement. Thus, it is clear, without further analysis of Getz, that it is not an anticipation of the Spitzer patent. Colgate took the same position with respect to Getz in relation to the Norman Fine patent application of August 8, 1951, to which we have just referred in considering the Rotheim patent. Parenthetically, it is to be noted that the Getz patent has been held valid in the Eighth Circuit in *Aeration Process, Inc. v. Lange*, 196 F.2d 981, 93 USPQ 332, but invalid in the Second Circuit in *Aeration Processes, Inc. v. Walter Kidde & Co., Inc.*, 170 F.2d 437, 79 USPQ 250.

Finally, we come to the patent to Boe, No. 2,524,590, issued October 3, 1950. This again is for an aerosol spray. It does not teach the making of a lather but of a fine mist for the spraying of insecticides, fumigants, perfumes, waxes, paints, lacquers, detergents, lubricants, polishes, dyes, rubber solutions, oils and other miscellaneous materials. So Boe requires that the ingredients dissolve in the propellant and he cautions against the production of a form of lather.

Colgate relies very largely on this

patent, and in the course of the trial introduced samples of lather produced by Colgate's expert witness, Dr. Smith, claimed to have been produced by following the Boe specifications. However, Dr. Smith admitted that he did not follow precisely the procedures specified by Boe, pointing out that Boe says in his patent specifications that, "The emulsions contemplated by the present invention may be produced in any of the known ways of forming emulsions, no claim being made herein to the method by which the emulsions are formed." But we agree with the position taken by counsel for Carter, that this general statement is not to be construed as permission to omit, as was done in the experiments of Dr. Smith just referred to, the mixing of the liquid propellant under pressure with the material to be sprayed, and that the broad statement just quoted with respect to use "of any of the known ways of forming emulsions" must be construed as meaning merely that, after the ingredients are put together in the way Boe specifies, they are to be homogenized or ground together. The patent is basically for a spray. The word "spray" is used more than 60 times, whereas the word "foam" or "lather" is never mentioned except to caution against its production. In his application for patent for the Rapid Shave product, Fine stated that "When the composition contains propellant in amounts up to about 15% the shaving cream is discharged from the container in the form of a rich, stable foam. This desired foam is not produced, however, when much larger amounts, such as the 35% of propellant shown by Boe, are used. Sputtering occurs when these larger amounts of propellant are used and the product is discharged from the container in the form of droplets rather than as a foam." Professor La Mer, the inter-partes, neutral expert witness, testified that the Boe propellant proportions are in excess of the outer range specified in every claim of the Spitzer patent.

Colgate urges that one of the attorneys, now deceased, when promoting the Spitzer application in the Patent Office, deliberately misrepresented in the Boe patent when he stated that "there is no disclosure in Boe of any composition capable of producing lather," or "of any composition combining an aqueous soap solution with the propellants claimed by the applicants." As to the first of these statements, it is difficult to see how it can be construed as having been made wilfully, as charged, when Boe himself insists in his specifications that he does not want to obtain lather. As respects the second statement also, it was at most an unintentional error, and, in fact, according to the testimony of both Dr. Smith and Professor La Mer, the inter-partes neutral expert witness, the small amounts of soap solutions referred to may well have been absorbed in composition with the specified propellants. So, we conclude that this entire contention is tantamount to seizing at a straw, and unworthy of serious consideration. In fact, it is in direct contradiction of the position taken by Colgate in connection with the Norman Fine application of August 8, 1951, heretofore referred to, wherein it is said: "There is no disclosure in Boe of any composition capable of producing a lather."

Thus we must conclude that Boe does not anticipate "Rise," either by it-

self or coupled with what had previously been disclosed by Rotheim and Getz.

[6] It is significant that Rotheim and Boe were both before the Patent Office on the Spitzer application. Also, while the Getz patent, No. 2,294,712, here relied upon, was not before the Patent Office, a later, companion patent to Getz was before it, namely, Getz No. 2,435,682, issued February 10, 1948. Under the patent law "A patent shall be presumed to be valid. The burden of establishing invalidity of a patent shall rest on a party asserting it." (35 U.S.C. Sec. 282. This presumption has not been overcome by reliance upon any of these prior patents. The Patent Office is believed to have been correct in not treating them separately or in combination as anticipating the Spitzer discovery.

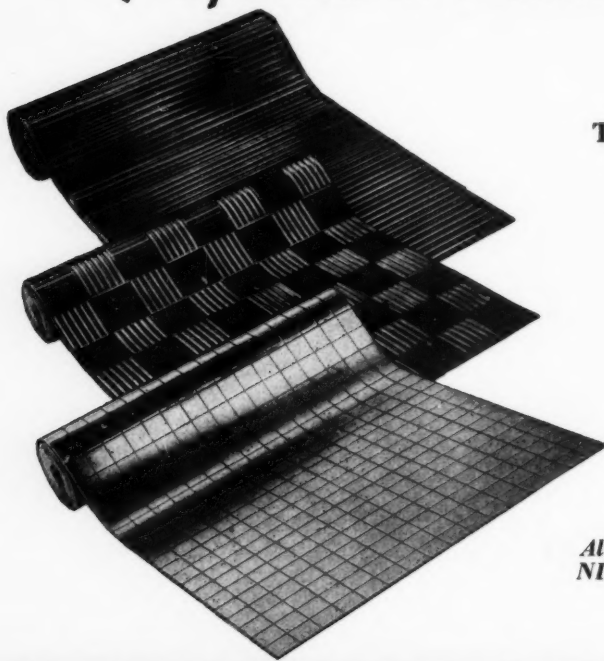
## B—Prior Use

In addition to the foregoing six patents, defendants rely, in anticipation of the Spitzer patent, upon (1) use in this country in 1946 and 1947, of a Daggett & Ramsdell product; and (2) a prior invention of the Gebauer Chemical Company, called Sonni Foam Shampoo, and sales of some 300 bottles of this product in Cleveland in October or November, 1948. Apart from the fact that this latter product was apparently a commercial failure and abandoned after only a few of the 300 bottles were actually sold, it is uncontradicted that the propellant used in it was a mixture of Freon-11 and ethyl chloride, which have neither the solubility nor the claims of the Spitzer patent that are in suit. Furthermore, Freon-11 is not in any of the Freon groups embraced in these claims. Also, these claims require that the soap composition shall be nonjelling, which is not true of the Shimrock composition. Thus this latter composition, by the weight of the credible evidence, falls far short of being an anticipation of "Rise."

Turning to the Daggett & Ramsdell product, the material facts summarized are these: in 1946 one William Segelken, a chemist with Daggett & Ramsdell, Inc., then a subsidiary of Standard Oil Company of New Jersey, secretly developed several shaving lather compositions, pressurized with either a mixture of Freon-11 and -12, or of Genetron-101, Freon-11 and Freon-12. Segelken gave samples of this composition to eight persons to try, all of whom were either his relatives or connected with his company. They were to report their evaluation of the product to him, which they did, and he, in turn, reported it to his superiors.

Segelken himself did not testify at the trial, being absent in the Armed Forces. All of the above facts have been presented to this Court by deposition only, taken recently,—eight years after the event. All of the alleged experiments have not been put in evidence because one of Segelken's notebooks is missing. Thus it is impossible to say just what composition was used by whom, or, more specifically, whether the composition given to any of the eight persons for testing was, in fact, one embracing a Freon or Freons. Therefore, such proof is believed to be too inadequate to support a definite finding of anticipation. Furthermore, Daggett & Ramsdell never filed an application for a patent on what Segelken had produced, or published it

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or placed it on the market. In other words, it was abandoned.

[7] Section 102(g) renders such abandonment a bar. See *Nelson v. Lanning*, 96 F.2d 508, 37 USPQ 615. What counsel for Carter said appears to be correct, namely, that what Daggett & Ramsdell did remained secret, effectively concealed and suppressed, until exhumed by Colgate for the defense of this case.

Thus, because of the inadequacy of proof respecting the identity of the composition that Segelken produced and, as claimed, gave to a number of people to try and report the results; and also because of his complete abandonment of whatever he may have accomplished, it becomes unnecessary to decide whether such use ever went beyond an incomplete, experimental stage, that is, "was known or used by others in this country before the invention" of the Spitzer patent occurred, within the meaning of Section 102(a); or "was in public use or on sale in this country, more than one year prior to the date of the application for" the Spitzer patent, within the meaning of Section 102(b). Knowledge and use in foreign countries is not a bar under the Statute. *Alexander Milburn Company v. Davis-Bournonville Company* 270 U.S. 390; *Ellis-Foster Co. v. Reichhold Chemicals, Inc.*, 198 F.2d 42, 94 USPQ 16. Furthermore, none of the Segelken formulae can, in fact, properly be interpreted as anticipating any of the eight claims of the Spitzer patent in suit because none of the combinations of these claims is suggested by such evidence of Segelken's work as is before the Court.

In the opinion of the Supreme Court by Mr. Justice Roberts in the case of *United States v. Dubilier Condenser Corp.*, 289 U.S. 178, 188, 17 USPQ 154, 158, it is said that the act of invention "consists neither in finding out the laws of nature, nor in fruitful research as to the operation of natural laws, but in discovering how those laws may be utilized or applied for some beneficial purpose, by a process, a device or a machine. It is the result of an inventive act, the birth of an idea and its reduction to practice; the product of original thought; a concept demonstrated to be true by practical application or embodiment in tangible form." In *Diamond Rubber Company of New York v. Consolidated Rubber Tire Company*, 200 U.S. 428, at 435, the Supreme Court had previously said: "Knowledge after the event is always easy, and problems once solved present no difficulties, indeed, may be represented as never having had any, and expert witnesses may be brought forward to show that the new thing which seemed to have eluded the search of the world was always ready at hand and easy to be seen by a merely skilful attention. But the law has other tests of the invention than subtle conjectures of what might have been seen and yet was not. It regards a change as evidence of novelty, the acceptance and utility of change as a further evidence, even as demonstration." See also *Graver v. Linde*, 336 U.S. 271, 80 USPQ 451; *Hutzler Bros. Co. v. Sales Affiliates, Inc.*, 164 F.2d 260, 75 USPQ

[8] 259. It is true that where an article has been used and the method of its manufacture is known, more than a new advantage of the product must be discovered in order to claim invention. It is not invention to perceive that the product which others had discovered had

qualities that they failed to detect. See *General Electric Co. v. Jewel Incandescent Lamp Co.*, 326 U.S. 242, 67 USPQ 155; *DeForest Radio Co. v. General Electric Co.*, 283 U.S. 664, 9 USPQ.

[9] 297. The application of a combination of old elements to a new and closely analogous use, if that use to one skilled in the prior art would be indicated as an appropriate use, is not invention. See *Paramount Publix Corp. v. American Tri-Ergon Corp.*, 294 U.S. 464, 24 USPQ 303. But, as was said in *Goodyear Tire & Rubber Co. v. Ray-O-Vac*, 321 U.S. 275, at 279, 60 USPQ 386, 388: "Viewed after the event, the means \*\*\* adopted seemed simple, and such as should have been obvious to those who work in the field, but this is not enough to negative invention."

Section 103 of the Patent Act (35 U.S.C. Sec. 103) provides that a patent may not be obtained "if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made, to a person having ordinary skill in the art to which such subject matter pertains." Does the subject matter of the Spitzer patent meet this requirement of the law? We are satisfied that it does, when interpreted in the light of the controlling principle just given. After lengthy experimentation by Spitzer and his co-inventors, they discovered and perfected, we find, a combination different from any pressurized self-generating lather composition hitherto known to the art; that this was "the result of an inventive art," "the product of original thought," and that therefore it rises to the status of invention. It is significant that Colgate, in

[10] the autumn of 1954, so considered and advertised its own product which it admits infringes the Spitzer patent by stating to its British customers that "We believe that Palmolive Rapid Shave is the greatest discovery in shaving history since the invention of the safety razor."

It is not considered necessary to analyze here the various decisions upon which counsel for Colgate rely in opposition to the conclusion which we reach, particularly *Corona Cord Tire Company v. Dovan Chemical Corporation*, 276 U.S. 358, *Egbert v. Lippmann*, 104 U.S. 333, *Sewall v. Jones*, 91 U.S. 171, *Minerals Separation North American Corporation v. Magma Copper Company*, 280 U.S. 400, 4 USPQ 148, and *General Electric Co. v. Wabash Appliance Corporation*, 91 F.2d 904, 35 USPQ 225, because from an examination of these decisions and others upon which counsel for Colgate rely, it is clear that they relate to factual situations quite different from those in the present case.

Precisely what is this new combination? The individual ingredients of the shaving soap solutions embraced in the Spitzer patent were old in the art. So were the Freons. Also, Freons had previously been used successfully as propellants in aerosols and insecticides. In other words the combination of some Freons with the Spitzer soap solutions was not new in the art. But the combination of an aqueous soap solution emulsified in the liquid base with a Freon which had not only low water solubility but which combined the properties of (1) not smarting or burning the face and (2) good, stable lather, was

unknown. There were a number of Freons used in the propellant art which did not smart or burn the face, but they did not afford a good stable lather. Conversely, there were those Freons that were known to give a satisfactory lather but they were disagreeable on the skin. It is this combination of a relatively small group of Freons, that manifest those desirable properties of low water solubility and the optimum characteristics of non-smarting and of lather quality, with aqueous soap solutions that constitutes the invention of Spitzer and his associates. They discovered that all three of these characteristics were inter-related. They found that Freons having a solubility in water not exceeding about 32 cc. of gas to 100 grams of water to be the type of Freons productive of the optimum of the other two qualities desired in the lather composition. This is what the specifications of the Spitzer patent teach, and all 8 of the claims in suit are responsive to this teaching. Claims 6 and 9 are limited to the use of Freon-114. Claims 8 and 10 are limited to the use of Freon -12. Claims 18 and 20, which are based upon claim 16 as a parent claim, prescribe the use of any one of a group of five Freons, including 12 and 114. Claims 5 (based on claim 2) and 15 embrace the use of a broader group of Freons, but in this group also are only Freons that are essentially non-smarting to the face, and stable in lather forming. In fact, the entire 21 claims of the patent are so limited.

To summarize: we conclude that the Spitzer patent has not been anticipated by (1) any prior patent in this or any foreign country; (2) any prior printed publication in this or any foreign country, and (3) any prior public use or sale in this country. We find that the Spitzer patent is valid as to all claims, and nothing more need be said with respect to the question of infringement by Colgate of the 8 claims of the patent which are in suit, because Colgate admits infringement of these claims. It also follows that little need be said with respect to whether the other defendants, the Stalford companies and Read, are also infringers, because it is clear from the evidence that they have infringed,—

[11] the Stalford companies because they served as agents of Mennen to combine the soap solution and the propellant of the Rise production containers, then to pack these containers and ship them to Mennen's customers; and Read,

[12] because it purchased from Colgate the Rise product, ready for sale, and sold it to the retail trade. What those defendants did is clearly infringement, as defined in the Patent Act, 35 U.S.C., Section 271(a). We are not, however, prepared to say that they "actively induced" infringement, or knowingly contributed to it, within the meaning of Section 271(a) and (b).

(To be concluded next month)

— ★ —

In next month's issue we will present the complete text of Judge Coleman's findings that Colgate "wrongfully appropriated confidential information and trade secrets of Carter."





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# News

## Melvin Joins Haeuser

The appointment of Edward W. Melvin, Jr., to the sales staff of Haeuser Shellac Co., Brooklyn, was



Edward W. Melvin, Jr.

announced late last month by John D. Baruc, vice-president in charge of sales. Mr. Melvin will be in charge of industrial sales. He has been associated with the protective coatings field since his release from military service. In 1945, he joined the staff of National Lead Co., New York, as a sales trainee for pigments and chemicals. After four years as a technical salesman covering New York, Connecticut and Rhode Island, he was appointed sales manager for the Atlantic branch, a post in which he served for five years until his recent resignation to join Haeuser. He is a graduate of Fordham University, where he received a B. S. degree in chemistry.

## Manley West Exec. V. P.

John A. Manley was recently elected executive vice-president of West Disinfecting Co., Long Island City, N. Y. Associated with the company as general sales manager since 1947, Mr. Manley has been a director since 1948 and vice-president since 1953. At one-time he was a vice-president of Fairbanks-Morse Co., later forming his own company to manufacture and sell "Lano Kleen," the first powdered hand

cleaner to contain lanolin. He brought the product with him to West in 1947, when he joined the company as general sales manager. Mr. Manley attended Northwestern University, where he was a varsity football player.

## Camp Buys Scour-Nu

Camp Chemical Co., Brooklyn, N. Y., acquired last month the patents, products, trademarks, and other assets of Scour-Nu, Inc., New York, makers of "Scour-Nu" cream cleanser, "Badfido," and "Shufido." The three products will now be made and distributed by Scour-Nu Division of Camp Chemical Co.

## Baldini to River Plate

The appointment of Robert A. Baldini as assistant manager of its Biddle-Sawyer Division, was an-

nounced recently by River Plate Corp., New York. For the past six years he headed the wax and oil department of W. R. Grace & Co., New York. Mr. Baldini is a 1942 graduate in international affairs of Princeton University. He held com-



Robert A. Baldini

mand and instructor posts with the armed services during World War II.

High honors were paid to Rohm & Haas Co., Philadelphia, at the annual regional Safety and Fire Conference luncheon at the Broadwood Hotel, Philadelphia Mar. 9. Two awards were made at this luncheon and the Rohm & Haas Co. received both. One was the Grand Award of Safety by the Safety Council of the Chamber of Commerce of Greater Philadelphia. It went to the company's Bridesburg plant as the winner of the 1954 interplant safety contest sponsored by the Chamber in which 161 manufacturing plants in the Philadelphia area competed. Not only did the plant have a perfect record of no lost-time accidents during the period of the contest, but it also rolled up a total of more than 6,458,000 man-hours worked without a lost-time accident. The second award to the plant was made by the American Society of Safety Engineers. Arthur L. Blount, vice president of the company, accepted both awards. Left to right: J. Howard Myers, chairman of the Chamber's Safety Council; Dr. L. W. Covert, vice president of Rohm & Haas; Mr. Blount; M. A. Gimbel, the company's safety director; George E. Deming, Jr., president of the Philadelphia Chapter of the American Society of Safety Engineers, who presented a trophy on behalf of his group.



### Dvorkovitz to Vick

Vladimir Dvorkovitz, chief chemist for the Diversy Corp., Chicago, has resigned to join the Jensen Salisbury Division of the Vick Chemical Co., located at Kansas City.

### Molteni Joins Onyx

Henry A. Molteni has joined Onyx Oil & Chemical Co., Jersey City, N. J., as assistant director of research, it was announced last

month. Mr. Molteni comes to Onyx from E. F. Drew & Co., New York, where he served as assistant sales manager in the technical products division until Mar. 15 of this year. In his new position with Onyx he is in charge of product development and technical service. He works with E. I. Valko, vice president and director of research, thus renewing a working relationship which existed when the two men were associated with Drew.

### Wally Evans Leaves Wood

Walter Evans resigned recently as vice-president in charge of sales for G. H. Wood & Co., Toronto, Canada, to head his own company, S. F. Lawrason Chemical Co., London, Ont., Canada, to deal in basic chemicals. He had been with Wood for 18 years. General sales manager of S. F. Lawrason Chemical Co. is Harold L. White, who was formerly associated with G. H. Wood.

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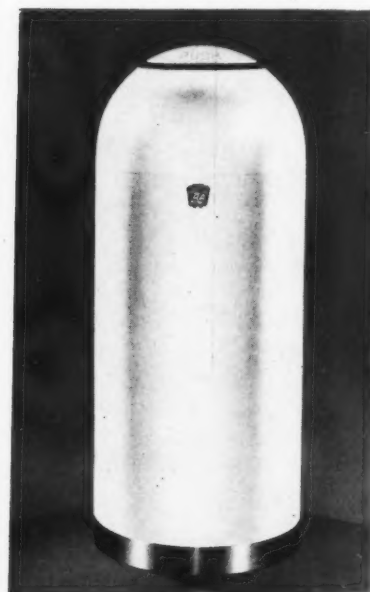
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### New Waste Receptacle

A new closed drop-in waste receptacle was introduced recently by Bennett Manufacturing Co., Alden, N. Y. The new cylinder shaped receptacle features a self closing door with spring action said to be gentle and silent. The door is placed in the center of the dome shaped top. Units are made of heavy duty steel, chemically treated for corrosion resistance, with a white baked on enamel finish. The galvanized liners are equipped with full swing handles for easy emptying.

The new unit which also features a stainless steel base is easy to clean and keep clean with a wipe of a damp cloth. The receptacle is designed for use outdoors as well as inside.

New Bennett waste receptacle





Fred B. Jacobson

### Jacobson to Vogel-Ritt

Fred B. Jacobson has been named director of Industrial Sanitation Consultants, a new division of Vogel-Ritt, Inc., Philadelphia, it was announced recently. He has been director of sanitation for Stephen F. Whitman & Son, Inc., Philadelphia, for the past seven years and also a consultant and lecturer for various organizations in the food, beverage, and canning industries. The new division will make surveys and map out sanitation programs for insect, rodent and other pest control, and for plant sanitation and equipment for the client companies who will then either call on pest control organizations, such as Vogel-Ritt, to carry out the program or establish their own plant sanitation organization.

— ★ —

### N.Y. BIMS Golf Dates

BIMS of New York will hold their first golf outing of the season on June 24 at Ridgewood (N.J.) Country Club, it was announced recently by golf chairman John Leyden. Other golf outings will be held at Winged Foot Country Club, Mamaroneck, N. Y., July 19; North Hampstead, L. I., Aug. 18 and at Wykagyl Country Club, New Rochelle, N. Y., Sept. 20. Winner of the 1954 Martin Schultes Memorial Trophy was Wallace Knuckles of Carr Lowrey Glass Co., New York, who received the trophy at the annual BIMS dinner in New York recently.

### Stalfort Opens New Plant

John C. Stalfort & Sons Co., Baltimore, Md., producer of private label aerosol sprays, waxes, polishes, and cleaners, has opened a new plant in Norristown, Pa., it was announced early this month by Charles E. Beach, president of Stalfort Pressure-Pak Co. and vice-president of the parent company. The Norristown operation has been incorporated as Stalfort Pressure-Pak Co. of Pennsylvania. The new plant is

a one story fireproof building of 43,000 square feet. The combined production capacity of Stalfort's Baltimore and Norristown facilities now exceeds 40,000,000 aerosol dispensers a year.

John C. Stalfort packages many of the leading brands of aerosol items on the market in three ounce, six ounce, and 12 ounce metal dispensers and also in the more recently introduced low-pressure glass bottles.

## Neville Chemicals

NEVILLE

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## AROMATIC SOLVENTS

for Insecticides and Herbicides

### NEVSOLV 200

Boiling Range...195°C (383°F) to 280°C (536°F)

Specific Gravity... .890 to .915 Color...Straw

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Boiling Range...130°C (266°F) to 190°C (374°F)

Specific Gravity... .835 to .845 Color...Water White

These NEVSOLVS are active solvents for DDT, BHC, 2-4-D esters, and are especially clean with good odor.

Other boiling ranges are available for particular requirements.

85-Q

Plants \* Neville Island, Pa.  
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In selecting *your* source for these products, remember our plant, one of the most modern in the country, is strategically located for prompt and effective delivery — our years of experience guarantees a dependable product — high quality and uniformity in every order.

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*One of the oldest brands in the industry*

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*Industrial Soap Products Since 1896*

**59 Years of Research and Manufacturing  
Experience Assure Superior Quality and Service**

**SNAP!** . . . The new Namico controlled-action detergent that snaps out dirt and grease. Makes fabrics fluffier, cleaner, fresher. No messy foam or soapy residues. An excellent all-round cleaner for general household and laundry use.

**NAMICO "444"** . . . A newly formulated all-purpose liquid cleaner and sanitizer. For disinfecting and cleaning floors, walls, woodwork. Kills germs as it cleans, removes odors instead of masking them. Brightens surfaces as it sanitizes them. Low in cost, high in efficiency.

**DELUXE DISHWASHING COMPOUND** . . . Designed for machine use. Recommended for difficult hard water conditions. Superior detergency and water-softening action. No scum deposits.

**BAR SOAPS** . . . **YELLOW:** A quality soap for laundry and general use. Firm bodied, long-lasting, uniformly light in color. Gives abundant, sturdy suds. Efficient in hard water. **GREEN:** Neutral and mild; pleasantly scented. Long lasting; excellent for cold water washing. Uses: Auto washing, dishwashing, textile scouring, hand washing.

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PHILADELPHIA 27, PENNA.**



### Vulcan Names Donohar

Dan Donohar has been appointed New York representative for Vulcan Steel Container Co.,



Dan Donohar

Birmingham, Ala., it was announced recently by Gordon D. Zuck, president. In the container business since 1940, Mr. Donohar spent two years in the Chicago area, three years in New Orleans and ten in the metropolitan New York area.

### Bareco Names Murphy

The appointment of Carroll Dean Murphy, Jr., as Chicago district sales manager, was announced recently by Bareco Oil Co., Tulsa, Okla. Territory covered by the Chicago office, which is located at 608 S. Dearborn St., includes Illinois, Indiana, Wisconsin, Minnesota and Iowa. Mr. Murphy succeeds George Skinner, who was transferred to Bareco's headquarters in Tulsa as assistant to B. H. Clary, vice-president.

Carol Dean Murphy, Jr.



### Brown Holds Show

I. Edward Brown, Inc., New York, held a two-day trade show and seminar devoted to economy and efficiency in building sanitation, at the New Yorker Hotel, New York, April 13 and 14. Over 50 exhibits and a program of continuous movies showing how to train custodial workers were featured. Sanitation experts answered questions dealing with building sanitation.

— ★ —

### CSMA Insecticide Standards

Official test insecticide solutions for use by manufacturers in determining the relative efficiency of their own products during the next 21 months are now available through the Chemical Specialties Manufacturers Association, 50 E. 41st St. New York, it was announced late last month.

Used in conjunction with the Peet-Grady test method, the control solutions provide an official means of rating the fly-killing properties of a manufacturer's insecticide against an industry-accepted standard. The test method covers all oil-base contact insecticides for household and industrial use but does not apply to cattle sprays having materially higher viscosities than those of fly spray base oils.

In use, identical batches of flies are exposed to the control insecticide and the manufacturer's product under similar conditions. A comparison of the kill rate of the manufacturer's product and the official control insecticide provides a scientific grading system for effectiveness of the former. Ratings attained in the tests are not required to be shown on marketed products.

Official test insecticide cartons consist of six 6-ounce bottles of control solutions, priced at \$6.00 per half dozen units and available only through the Chemical Specialties Manufacturers Association, 50 East 41st Street, New York 17. The new official test insecticide will be effective until January 1, 1957, as the official test for household spray type insecticides.



New heavy gauge steel, chrome plated drip machine to be marketed under the trade name "Mol-O-Matic Deodorizing Appliance" by Mollen Chemical Co., Philadelphia. The lid is hinged with a self-locking, concealed spring for easy filling. Inner container is constructed of metal, and holds a quart of any standard drip fluid.

### Bennett Advances Ernst

Bennett Industries, Peotone, Ill., manufacturer of steel containers and pails, has advanced Robert R. Ernst to the post of assistant general sales manager, it was announced recently by Harry Le Pan, vice-president.

Mr. Ernst joined the firm in 1952 as a district sales representative for the North Central states. His new duties will include sales management as well as advertising and sales promotion activities.

Robert R. Ernst



# Pres-O

the Aerosol Service  
that goes with you  
**ALL THE WAY!**



No. 100  
ANGLE TOP  
— Foam —



No. 300  
TOUCH TOP  
— Spray —



No. 500  
TWIS TOP  
— Spray —

## Pres-O Valve

is used on leading shaving creams, insecticides, fire extinguishers, hair lacquers, perfume and cosmetic products.

## Pres-O Packaging

is engineered to the requirements of your individual product. Containers are designed and produced under our supervision, to combine that all-important eye-appeal with every practical packaging consideration.

## Pres-O Aerosol Filling Machines

make it possible at reasonable cost, to effect the economies of package loading in your own plant.

## Pres-O Engineers

are ready to work with you, to submit recommendations, plans and estimates and to cooperate all the way. Pres-O has engineered many major advances in the aerosol field. Use their "know-how" to save the high cost of possible mistakes. Write



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- Up to 42% labor savings in Actual Field Tests.
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FOR USE ON: Asphalt tile, rubber tile, vinyl plastic, linoleum, composition, terrazzo, marble, etc.

## AVAILABLE UNDER PRIVATE LABEL

Be the first in your territory to profit with this wonderful new waxless floor finish. Send for samples and price list today.

"Save and be safe with **SAFITE**"

**Oil Specialties & Refining Co., Inc.**

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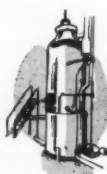
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All Over The World  
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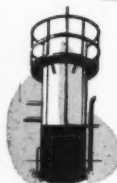


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**FILTREX Solvent Extraction**—world's most versatile direct solvent extraction process for oils.

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**Fat Splitting**—high pressure non-catalytic and low pressure autoclave processes.

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**Oil Refining**—for production of highest quality cooking and salad oils.

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Newly elected officers and members of the board of directors of the Twin Cities Chemical & Allied Trades Assn., which is celebrating the second anniversary of its organization, include, front row: Ted A. Wamstad, Mallinckrodt Chemical Co., treasurer; Clifford F. Barth, Merchants Chemical Co., vice-president; William J. Fenelon, Hilex Chemical Co., president, and Norman P. Anderson, Hawkins Chemical Co., secretary; directors, rear row: Sidney O. Lancaster, Diamond Alkali Co.; Arthur O. Hibbeler, Monsanto Chemical Co., retiring president; John F. Chaney, Hazel Atlas Glass Co., and James F. Kerns, Columbia Southern Chemical Corp. Not present when photo was taken: John D. Schofield, Barrett Division, Allied Chemical & Dye Corp., a director.

### Wins Clock Radio

A RCA radio clock raffled off at the booth of National Chemical Laboratories, Philadelphia, during the recent National Sanitary Supply Association convention and trade show in Atlantic City, N. J., was won by Mrs. S. Rothstein of Superior Sanitary Supply Co., Wilmington, Del.

### Sandland to Reilly Tar

Reilly Tar & Chemical Corp., Indianapolis, appointed William C. Sandland as a sales representative for the Houston area, it was announced recently by J. H. Barnett, Jr., general sales manager. Mr. Sandland's headquarters will be at Reilly's office in Houston, Tex.

William C. Sandland



ing the recent National Sanitary Supply Association convention and trade show in Atlantic City, N. J., was won by Mrs. S. Rothstein of Superior Sanitary Supply Co., Wilmington, Del.

### Arwell Holds Seminar

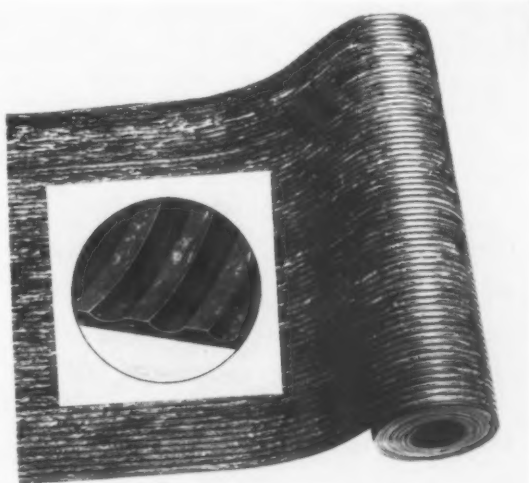
About 300 industry and public health representatives were expected to attend the one-day sanitation seminar for food processors held Apr. 14, at the Sheraton Hotel, Chicago, under the sponsorship of Arwell, Inc., Waukegan, Ill. sanitation consulting and pest control firm. Topics to be discussed included "Rodent Control as it Relates to Food Plants," by Walter W. Dystra, assistant chief of the U. S. Fish and Wildlife Service, Washington, D. C.; "Dairy Sanitation," by Dr. W. L. Mallmann, Michigan State College; "Insecticides" by Dr. George C. Decker of the University of Illinois, "Grain Sanitation Program" by Howard C. Hunter, executive director, American Institute of Baking; "Cereal and Granary Insects" by William H. Schoenherr, director of Sanitation, Lauhoff Grain Co.; "Fly Control" by Prof. John V. Osmun, Purdue University, and "The Khapra Beetle" by John D. Mock, entomologist of Arwell, Inc.

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### Atlas Unit Moves

Atlas Powder Co., Wilmington, Del., recently announced removal of sales headquarters for "Darco" activated carbons from New York City to Wilmington, Del. Holmes J. Fornwalt, who has been a sales representative in the New York office, became manager of "Darco" sales in Wilmington. Dr. Fornwalt has been with Atlas since 1936 when he joined the Darco Experimental Laboratory, Marshall, Tex., as a research chemist.

New all-purpose runner matting of Superior Rubber Co., Chicago, which features "no-trax" safety tread (shown in inset). Matting is 36 inches wide and comes in rolls of 20 to 30 yards. Available in four marbled colors: brick red, black, green and light grey.





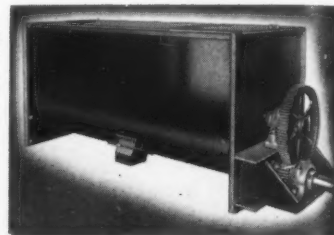
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THE MARION MIXER with its EXCLUSIVE Mixing and Blending action is turning out TOP QUALITY Mixed Products for Chemical Manufacturers everywhere. It's simple, efficient design is rugged enough to handle any volume of mixing large or small . . . and at the same time, it constantly SAFE-GUARDS your formula mixes from loss of uniformity.

- SOAPS and DETERGENTS
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- DRY POWDERS
- SWEEPING COMPOUNDS
- INSECTICIDES
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MIXES ALL TYPES OF WET OR DRY MATERIALS  
Available in 300 lb. to 4000 lb. Batch Weight Sizes.



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## PRESSURE TESTER for Aerosol Containers

Accurate indication of pressure in glass or can aerosol containers. Can be prepressurized to prevent contamination of gauge when testing creams, lotions, paints, etc.

**Price: \$52.94**

### other items

Aerosol can piercing pressure tester (CSMA Committee specifications)  
Capping machine for putting aluminum caps on glass bottles or cans  
Laboratory pressure filler for aerosol bottles or cans  
Constant temperature water baths & corrosion cabinets  
Stainless containers, funnels, liquid measures, sinks, tanks  
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"Neopone LO" is the new low foaming non-ionic spray-dried detergent. Your customers will appreciate this better cleaning agent . . . because it's specifically formulated for use in automatic laundry machines.

Neopone LO is available for immediate shipment. To reduce your freight costs, we maintain stocks in Paterson, N. J., Chicago, Ill., and Atlanta, Ga. Packing—bags and drums.

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### Holton Gallowhur Manager

H. Holton, Jr., has joined Gallowhur Chemical Corp., New York, as general manager it was announced recently by George Gallowhur, president. Removal of Gallowhur's offices from New York City to the Ossining, N. Y., plant and laboratory site was announced at the same time. Mr. Holton was previously associated with Niagara Chemical Division, Food Machinery and Chemical Corp., Middleport, N. Y. In his new position he will be responsible for all phases of Gallowhur's operation.

### Herbicide Tolerance Set

The first order establishing safe tolerances for pesticidal residues under legislation enacted last year was signed late last month by Commissioner George P. Larrick of the Food and Drug Administration. Tolerances were established for residues of weed killer "SES" (2,4-dichlorophenoxyethyl-sulfate) made by Union Carbide and Carbon Corp., New York.

New "Solar Jet" waste receptacle of Solar-Sturgis Manufacturing Co., Division of U. S. Industries, Melrose Park, Ill. The unit features a dome top of stainless steel which swings freely inside the outer shell in any direction. This permits waste to be put into the container from any angle. Outer shell is white, baked enamel finish and has stainless steel bands at top and bottom. Stainless steel legs keep the "Jet" raised  $\frac{1}{4}$ ths of an inch off ground or floor surface. The inner container is fabricated of heavy galvanized steel and equipped with a sturdy handle. Emptying is accomplished by lifting outer shell.



APRIL, 1955

### What's New . . .

(From Page 163)

nated line of floor finishes, sealers and waxes.

**Wear Proof Mat Co., Chicago.** Featured new "double duty" rubber floor mat with raised ribbed surface to decrease leg fatigue and increase safety. The new matting comes in two designs: "Niru Shad-O-Rug" and "Niru Cross Rib Runner." Both are grease and chemical proof. The cross rib runner is available in white or grey, in widths of 36 and 48 inches and up to 60 feet in length. "Shad-O-Rug" is available in 48 inch widths only.

**Windsor Wax Co., Hoboken, N. J.** Introduced "Win-Tone" #245 for waxing, cleaning, polishing and protecting vinyl flooring. It can be applied by both machine scrub and mop methods, and is also designed for use on asphalt tile, rubber tile, linoleum and terrazzo floors. The product contains neutral soaps, wetting agents, detergents, and emulsifiers, in addition to wax. It is highly concentrated, the use dilution being one pint to a gallon of water.

**Wyandotte Chemicals Corp., Wyandotte, Mich.** A Geiger counter, which is finding growing use in evaluation of soaps and detergents, was the highlight of the Wyandotte booth. By using soils containing tracer elements, the soil removal properties of soaps and detergents can be measured more accurately than ever before. Also stressed was "Wyandotte F-100" all-soluble maintenance cleaner, and "Antibac" germicide, "Wyandotte Detergent" abrasive maintenance cleaner, "El-Bee" concrete cleaner and Wyandotte floor waxes.

### NSSA Meets . . .

(From Page 155)

ported that percentagewise floor finishes are the best sellers in his line, most panel members reported that floor waxes are the most difficult item to sell. This was in response to the question: "Which items are hardest to sell in catalogs?"

In naming floor waxes, Mr. Mack listed these reasons why he felt floor

waxes are hardest to sell: everyone in the sanitary supply field sells them, in addition they are obtainable at hardware stores, grocery stores and department stores. "It takes lots of work to demonstrate that your wax is best", Mr. Mack concluded.

Mr. Fisher said he agreed with Mr. Mack regarding the difficulties in selling floor waxes. He gave an additional reason why this is so. "On supplies as opposed to equipment there is a tendency on the part of distributors to overemphasize certain portions of their line." Distributors should realize that equipment, such as floor machines, are the "means to an end". The problem of changing a buyer to their brand of wax can be made easier by the distributor who sells his equipment first. If a distributor overemphasizes one portion of his line he is losing profits by neglecting other items, Mr. Fisher pointed out. "The distributor should emphasize labor savings in the sale of maintenance equipment—this leads to a lower overall labor cost and avoids the price problem for sanitary supplies."

The items he finds "hardest to sell are those showing the greatest profits", W. C. Hubman told the audience. This is because every other sanitary supply distributor is trying to sell them, too. Items he finds hardest to sell were listed in the following order by Mr. Hubman: floor waxes and cleaners, disinfectants, deodorants and equipment.

"The most difficult items to sell to new accounts are those which cannot be demonstrated readily, such as concrete sealers, paints, etc.", Mr. Wise pointed out. Floor cleaners, floor waxes and other dressings, which can be manipulated and demonstrated are easier to sell in this distributor's opinion.

Mr. Ojserkis affirmed that wax was one of the hardest items in his line to sell, but that wax sales could be made more easily by selling it in conjunction with floor equipment.

The thing his firm finds hardest to sell is "approach", Shim Lehrman observed. How to approach the buyer in the school, hospital or other type of institution is one of the most difficult tasks for the salesman, particularly when eight or nine salesmen of similar lines have just seen the buyer previously, Mr. Lehrman explained. Selling floor wax is the next hardest thing his salesman have to sell. If the salesman sells the floor cleaner first, he will then find it easier to sell floor wax, Mr. Lehrman pointed out.

A variety of answers were provided by the panel in answering the next question: "What do you do when your competitor seriously cuts prices?"

One panel member said if necessary his firm would cut prices even lower. However, they try to stay near established prices, but in order to do this it is necessary to convince customers that they are getting a better product which gives better performance and, in the long run, saves money. His firm had increased prices recently and has done



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THE MARION MIXER with its EXCLUSIVE Mixing and Blending action is turning out TOP QUALITY Mixed Products for Chemical Manufacturers everywhere. It's simple, efficient design is rugged enough to handle any volume of mixing large or small . . . and at the same time, it constantly SAFE-GUARDS your formula mixes from loss of uniformity.

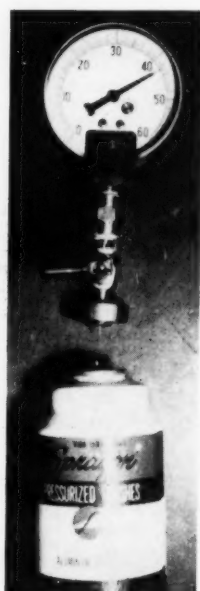
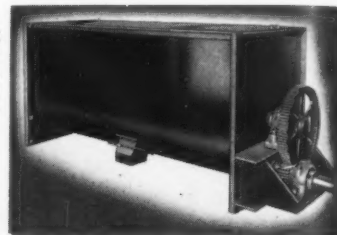
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**Price: \$52.94**

### other items

- Aerosol can piercing pressure tester (CSMA Committee specifications)
- Capping machine for putting aluminum caps on glass bottles or cans
- Laboratory pressure filler for aerosol bottles or cans
- Constant temperature water baths & corrosion cabinets
- Stainless containers, funnels, liquid measures, sinks, tanks
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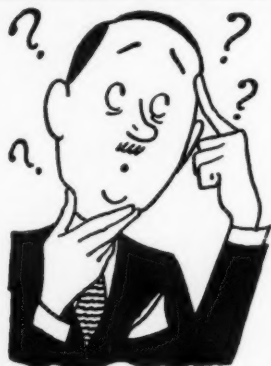
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### Holton Gallowhur Manager

H. Holton, Jr., has joined Gallowhur Chemical Corp., New York, as general manager it was announced recently by George Gallowhur, president. Removal of Gallowhur's offices from New York City to the Ossining, N. Y., plant and laboratory site was announced at the same time. Mr. Holton was previously associated with Niagara Chemical Division, Food Machinery and Chemical Corp., Middleport, N. Y. In his new position he will be responsible for all phases of Gallowhur's operation.

### Herbicide Tolerance Set

The first order establishing safe tolerances for pesticidal residues under legislation enacted last year was signed late last month by Commissioner George P. Larrick of the Food and Drug Administration. Tolerances were established for residues of weed killer "SES" (2,4-dichlorophenoxyethyl-sulfate) made by Union Carbide and Carbon Corp., New York.

New "Solar Jet" waste receptacle of Solar-Sturgis Manufacturing Co., Division of U. S. Industries, Melrose Park, Ill. The unit features a dome top of stainless steel which swings freely inside the outer shell in any direction. This permits waste to be put into the container from any angle. Outer shell is white, baked enamel finish and has stainless steel bands at top and bottom. Stainless steel legs keep the "Jet" raised  $\frac{3}{4}$ ths of an inch off ground or floor surface. The inner container is fabricated of heavy galvanized steel and equipped with a sturdy handle. Emptying is accomplished by lifting outer shell.



APRIL, 1955

### What's New . . .

(From Page 163)

nated line of floor finishes, sealers and waxes.

**Wear Proof Mat Co., Chicago.** Featured new "double duty" rubber floor mat with raised ribbed surface to decrease leg fatigue and increase safety. The new matting comes in two designs: "Niru Shad-O-Rug" and "Niru Cross Rib Runner." Both are grease and chemical proof. The cross rib runner is available in white or grey, in widths of 36 and 48 inches and up to 60 feet in length. "Shad-O-Rug" is available in 48 inch widths only.

**Windsor Wax Co., Hoboken, N. J.** Introduced "Win-Tone" #245 for waxing, cleaning, polishing and protecting vinyl flooring. It can be applied by both machine scrub and mop methods, and is also designed for use on asphalt tile, rubber tile, linoleum and terrazzo floors. The product contains neutral soaps, wetting agents, detergents, and emulsifiers, in addition to wax. It is highly concentrated, the use dilution being one pint to a gallon of water.

**Wyandotte Chemicals Corp., Wyandotte, Mich.** A Geiger counter, which is finding growing use in evaluation of soaps and detergents, was the highlight of the Wyandotte booth. By using soils containing tracer elements, the soil removal properties of soaps and detergents can be measured more accurately than ever before. Also stressed was "Wyandotte F-100" all-soluble maintenance cleaner, and "Antibac" germicide, "Wyandotte Detergent" abrasive maintenance cleaner, "El-Bee" concrete cleaner and Wyandotte floor waxes.

### NSSA Meets . . .

(From Page 155)

ported that percentagewise floor finishes are the best sellers in his line, most panel members reported that floor waxes are the most difficult item to sell. This was in response to the question: "Which items are hardest to sell in catalogs?"

In naming floor waxes, Mr. Mack listed these reasons why he felt floor

waxes are hardest to sell: everyone in the sanitary supply field sells them, in addition they are obtainable at hardware stores, grocery stores and department stores. "It takes lots of work to demonstrate that your wax is best", Mr. Mack concluded.

Mr. Fisher said he agreed with Mr. Mack regarding the difficulties in selling floor waxes. He gave an additional reason why this is so. "On supplies as opposed to equipment there is a tendency on the part of distributors to overemphasize certain portions of their line." Distributors should realize that equipment, such as floor machines, are the "means to an end". The problem of changing a buyer to their brand of wax can be made easier by the distributor who sells his equipment first. If a distributor overemphasizes one portion of his line he is losing profits by neglecting other items, Mr. Fisher pointed out. "The distributor should emphasize labor savings in the sale of maintenance equipment—this leads to a lower overall labor cost and avoids the price problem for sanitary supplies."

The items he finds "hardest to sell are those showing the greatest profits", W. C. Hubman told the audience. This is because every other sanitary supply distributor is trying to sell them, too. Items he finds hardest to sell were listed in the following order by Mr. Hubman: floor waxes and cleaners, disinfectants, deodorants and equipment.

"The most difficult items to sell to new accounts are those which cannot be demonstrated readily, such as concrete sealers, paints, etc.", Mr. Wise pointed out. Floor cleaners, floor waxes and other dressings, which can be manipulated and demonstrated are easier to sell in this distributor's opinion.

Mr. Ojserkis affirmed that wax was one of the hardest items in his line to sell, but that wax sales could be made more easily by selling it in conjunction with floor equipment.

The thing his firm finds hardest to sell is "approach", Shim Lehrman observed. How to approach the buyer in the school, hospital or other type of institution is one of the most difficult tasks for the salesman, particularly when eight or nine salesmen of similar lines have just seen the buyer previously, Mr. Lehrman explained. Selling floor wax is the next hardest thing his salesman have to sell. If the salesman sells the floor cleaner first, he will then find it easier to sell floor wax, Mr. Lehrman pointed out.

A variety of answers were provided by the panel in answering the next question: "What do you do when your competitor seriously cuts prices?"

One panel member said if necessary his firm would cut prices even lower. However, they try to stay near established prices, but in order to do this it is necessary to convince customers that they are getting a better product which gives better performance and, in the long run, saves money. His firm had increased prices recently and has done



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a good promotional job to convince its customers that they were getting better products and better service.

Another panel member disclosed that his firm approached the problem of price cutting competition in two ways. He observed that prices are usually cut by a new firm in the field or one that is in trouble and is trying to "unload". He pointed out that the larger firms usually are able to maintain top prices for their merchandise. To avoid price competition this distributor declared that his firm doesn't approach a buyer with an item on the basis of so much per gallon but on the total cost of doing a maintenance job, which includes the provisions for wages plus the cost of the material. If his material costs more than a competitor's he can point out savings resulting from the use of a better product, one which lasts longer, requires less attention, etc., which eventually means savings in labor. With the small customer, the distributor may have a problem. However, in studying its operation this distributor found that 30 percent of its accounts were responsible for 70 percent of its sales. The total maintenance cost idea has been found to appeal to new accounts, whereas older accounts should be reminded of the service aids the distributor is giving him when the problem of price competition arises. "Watch out if you are not giving service", this panel member warned.

Mr. Hubman reported he didn't have a serious price cutting problem. He explained that individual cases and particular situations prevailing usually indicated the course of action to be taken. In any case, he questioned that he would cut prices of his own merchandise as the first course of action.

By selling private label merchandise he avoids the problem of price cutting, Mr. Wise stated. "If you sell quality rather than price, you'll do all right. Price cutters usually go broke," he pointed out.

Ben Ojserkis, an Atlantic City distributor relying on the hotel and resort trade, pointed out that price cutting by firm's competition from outside of the Atlantic City area is a major problem for his firm. The distributors know when the larger places are opening and try to make a big killing, he said. To counteract this, his firm stresses the service available to consumers from a local source of supply. Because resort business is so dependent on the weather, having a distributor in the same town is an important advantage since the firm can make quick deliveries and thus reduce the size of stocks customers dealing with an out-of-town firm would be required to handle.

His answer to price cutting lies in what item is being subjected to price reduction, Shim Lehrman said. If the item is a nationally advertised one Mr. Lehrman's firm tries to obtain the customer's respect for the product by pointing out that it is a quality product.

If the product is not a nationally advertised product Lehrman attempts to

persuade the customer to let his men demonstrate the product and show how it can be applied to maximum advantage.

Another approach to the problem of price cutting is the humorous one, in which the firm tries to "kid" the customer out of the idea of cutting the price.

In answer to the next question, "Is it easier to sell private label than advertised brands?", the consensus of those selling nationally advertised brands was that initially it is easier to sell this type of merchandise.

Varied responses were given to the question of "How many different items in one line do you advise carrying?"

Top to bottom: Leo J. Kelly, executive vice-president, NSSA, gives his report to annual convention. Phil Shore, Shore Metal Products Co., Los Angeles, reading his president's report. Dr. Tennyson Guyer speaking at session March 21.



Mr. Mack said his company had many different cleaners and brands of cleaning compounds. However, his firm would like to confine this to a few lines and have salesmen become specialists.

Mr. Fisher said that distributors should do more policing of their lines to see that the number of items and brands in one class did not become excessive. Salesmen should be taught to confine their sales to fewer types. His firm, Mr. Fisher stated, found one day that it had 16 different floor cleaners. A production executive of the firm pointed out that from his standpoint this was not necessary and uneconomical. Although different types of surfaces may require different cleaners, the number should be limited by practical considerations.

Mr. Hubman agreed that there was much overlapping. He couldn't say how many types would be best. His firm carries as many lines as the trade will buy and those on which his company can make a profit.

Mr. Wise expressed the opinion that he thought three or four liquid cleaners would be enough, with one or two synthetics and one or two soap products. These will clean most types of flooring, he pointed out. If the distributor can keep his lines as compact as possible and still service the customer inventory problems are reduced, he stated. Mr. Wise said two self-polishing floor waxes were enough for his line.

The final question put to the second panel was: "What do you consider the minimum amount of cash needed to open a good, reliable sanitary supply business?"

Regardless of the amount of cash a person has, a good line of credit is important. A modest beginning can be made with \$15-20,000 in cash and good lines of credit, Arthur Wise stated.

Benjamin Ojserkis said that \$100,000 would be the minimum amount of cash one would require to go in business in the market in which his firm operates.

One must have sufficient cash to put in stocks, pay rent, salaries, utility bills, etc. and anticipate no profits for at least two years, Mr. Mack said. He set a minimum figure of \$100,000.

Mr. Fisher pointed out that a great deal depends on the eventual goal of the business. He said he agreed with Mr. Wise's estimate of \$15-20,000, certainly no less.

W. C. Hubman pointed out that the amount of cash won't make it a "good" or "reliable" business. The amount of cash required would depend on the type of operation to be undertaken, whether a man operates out of his hat, or bedroom, the type of marketing area, the number of items in the line, salaries, etc. There are just too many imponderables to be able to set a sensible minimum figure, Mr. Hubman declared.

Mr. Lehrman thought it would require not less than \$25-30,000.



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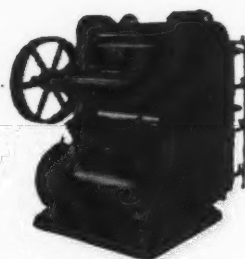
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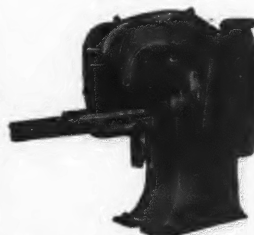
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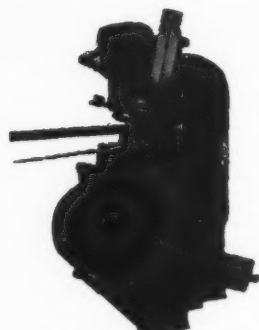
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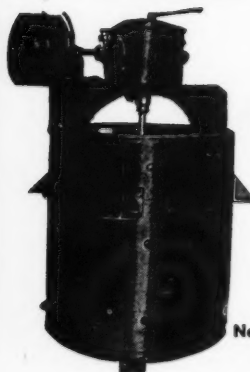
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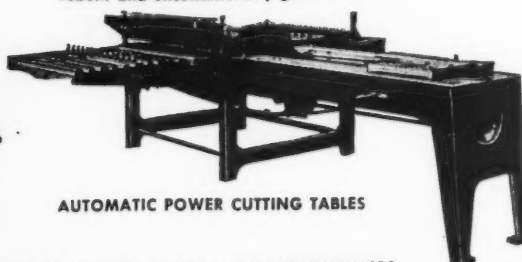
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(Continued on Page 193)

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## Standard Reference Books:

See page 198

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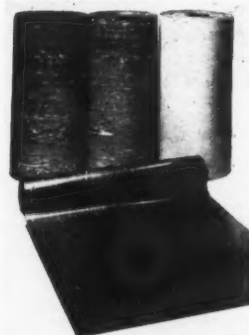
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**For Sale:** By I. E. Newman, 5602 Blackstone Ave., Chicago, Ill. Crutchers 1000-6000 lbs.; Wrapper type S; Plodder 10"; auto. Table 2 way; Jones auto. Presses; 100-4000 lb. Powder mixers; Boilers; All kinds soap and chemical equipt.

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## Iodine . . .

(From Page 141)

types of preparations yielding 80 or more p.p.m. of free iodine over a period of a few hours might be useful even as a sporicide.

### Other Solubilizing Agents—

Mention was made previously that a cationic compound can be used for solubilizing iodine. Such a cationic iodine iodophor concentrate is marketed on the West coast by Ruson Laboratories as "Virac." The active ingredients are 19.4 percent N(caproyl colaminoformyl methyl) pyridinium chloride (also designated as Ruson chloride) and 3.2 percent elemental iodine. Solutions possess an alkaline pH. At present it is being recommended for the disinfection of the skin, in operative procedures, for thermometers and surgical instruments.

Many articles have appeared on the use of polyvinyl pyrrolidone (PVP) as a blood plasma substitute. This man-made polymer is an interesting compound possessing many important characteristics and features. Among the latter is the property of forming complexes with certain chemicals, including iodine, the resulting combination leaving the bactericidal efficiency of the latter unimpaired but markedly reducing toxicity, sensitivity, and other objectionable properties. A PVP iodine powder, containing 10 percent free iodine, has been used extensively to prepare extemporaneously aqueous solutions for use topically and locally. It is possible that this product may be made available in the not too distant future for such purposes.

## Conclusions

THESE comments are presented to indicate briefly the considerable data on iodine as a sanitizer, disinfectant, fungicide, and virucide available in the chapter on iodine in Reddish's volume. Additional information and references are given to indicate in more detail some of the more recent developments, especially the new type iodine

sanitizers, detergent sanitizers, and other iodine preparations which show considerable promise especially as aids in environmental sanitation and in the field of environmental health.

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## Glycerine . . .

(From Page 43)

financed. In the face of this competition, glycerine cannot expect to drift into growth.

I am sometimes asked why the soap maker producing crude as a by-product should care anymore, since new demand is not raising his glycerine revenue in view of declining soap production. Is it negative selling, I wonder, to suggest that right down to the day he makes his last pound of soap—if that day ever comes—he is benefiting on a unit basis by being part of an increasingly broad and crisis-proof "leading polyol" field! Scarce glycerine would not benefit him. Let a generation of young chemical buyers grow up in the paint field, say, thinking glycerine is "passing out of the picture"—let them start concentrating their ingenuity exclu-

sively elsewhere—and their expectation will be self-induced.

There are many applications for glycerine, as a matter of fact, in which it had the misfortune to be found good too soon. Its use was traditional before PhD's by the dozen were turned loose with the objective to break the tradition. Fortunately, the plant men and managements clung to glycerine even though erudite research articles proved the merits of substitutes.

But that kind of habit-pattern basis for preference eventually wears thin. The "Things to Come . . . With Glycerine" theme you've heard about will need backing up—individually, and I hope, collectively—with new application research objectives. A few drums for freezing blood or formulating an edible film are only portents of other more fundamental advances that come from knowing more about our product than other *polyol-makers* know about theirs. We have a terrific head start in this respect. The Glycerol Monograph we sponsored contains hundreds of references to physiological effects—resolving, in our case, many of the doubts that have brought the "chemical in foods" issue into such prominence.

We have something unusual and unique in this joint approach on behalf of a single chemical product. Sometimes it is questioned because each alcohol or solvent or plastic is not similarly supported.

But perhaps, in facing the growing importance of intercommodity competition, the founders of the Glycerine Producers' Association were before their time. There is hardly a textile, a metal or a basic chemical that is not veering in this direction. It is competition between different polyols (like the competition between different textile fibers) that gives freedom of choice in formulation. This stimulates application research all around to the benefit of the ultimate user.

More and more, it seems to me, you see individual specialty products, as newly introduced by

one company, receiving all kinds of research and promotion "push", while staple products in this line are allowed to shift for themselves. The feeling is: if we spend money to develop some new use for, say, ethanol or tallow, the other producers will get the gravy. So a product with great technological possibilities falls behind in the research parade. There are two ways out of this dilemma. You see one in the antibiotics field, where every producer is rushing off in different directions with his own specialty. In some cases, their chief merit over former antibiotics appears to be exclusivity. For a product like glycerine, where exclusivity makes no sense, some form of group support is the only alternative to little or no support at all in competition with strongly researched and promoted specialty polyols. That is why I feel the Association makes sense whatever the eventual sales balance between natural producers and one, two or more synthetic producers.

In closing, may I also suggest that the value of a product reflects not what it will do, but what people *know* it will do. Constructive product information service, indeed, is the only selling tool that builds extra value both for the buyers and sellers. A fair share in the building of such extra value, it seems, must accrue to every producer—large or small—natural or synthetic—for so long as he has glycerine to market.

— ★ —

## Changes at Canco

W. K. Schmalzreidt, formerly assistant manager of the tin plate division's general purchasing department at American Can Co., New York, has been appointed manager, it was announced last month. With the firm since 1934, he succeeds W. J. Koslow, who recently retired.

D. C. Storch, formerly assistant manager of the Atlantic division's tin plate purchasing department, has been named to succeed Mr. Schmalzriedt as assistant manager.

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## Coming Meetings

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Soap & Glycerine Products, Inc.,  
29th annual meeting, Waldorf-  
Astoria Hotel, New York, Jan. 25-  
27, 1956.

American Oil Chemists' So-  
ciety, 46th annual meeting, Roose-  
velt Hotel, New Orleans, April  
18-20.

Chemical Market Research  
Association, annual meeting,  
Plaza Hotel, New York, May 18,  
19.

Chemical Progress Week,  
May 16-21.

Chemical Specialties Man-  
ufacturers Association, 41st mid-  
year meeting, Drake Hotel, Chi-  
cago, May 16-17; 42nd annual  
meeting, Roosevelt Hotel, New  
York, December 5-7.

Drug, Chemical and Allied  
Trades Section of the New York  
Board of Trade, Pocono Inn, Po-  
cono Manor, Pa., Sept. 22-24.

Entomological Society of  
America, annual meeting, Nether-  
lands Plaza Hotel, Cincinnati, Nov.  
29-Dec. 2.

Exposition of Chemical In-  
dustries, Commercial Museum and  
Convention Hall, Philadelphia,  
Dec. 5-9.

National Chemical Exposi-  
tion, Public auditorium, Cleveland,  
Nov. 27-30.

National Pest Control As-  
sociation, 22nd annual conven-  
tion, Denver, Colo., Cosmopolitan  
Hotel, headquarters hotel, Oct. 17-  
20.

Packaging Machinery Man-  
ufacturers Institute, semi-annual  
meeting, Palmer House, Chicago,  
April 16, 17; annual meeting, The  
Homestead, Hot Springs, Va., Sep-  
tember 15-18.

Packaging Show and Expo-  
sition, Amphitheater, Chicago,  
April 18-21.

Synthetic Organic Chem-  
ical Manufacturers Association,  
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modore Hotel, New York, April  
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MCA, Greenbrier Hotel, White  
Sulphur Springs, W. Va., June 9-  
11.

Toilet Goods Association,  
20th annual meeting, Waldorf-As-  
toria Hotel, New York, May 10-12.

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Angeles, July 12-14.



# Index to ADVERTISERS

Amaza Laboratories, Inc. ....	188	Gross & Co., A. ....	66	Precision Valve Corp. ....	160
American Floor Surfacing Machine Co., The ....	13	Harchem Div., Wallace & Tiernan Inc. ....	82	Prentiss Drug & Chemical Co. ....	156
American Standard Mfg. Co. ....	172	Haviland Corp., Warren ....	194	Price, Dr. Donald ....	191
Andersen, Dr. Carl N. ....	189	Hercules Powder Co. ....	34	Procter & Gamble Co. ....	80
Antara Chemicals Div., General Aniline & Film Corp. ....	19	Hill Top Research Institute, Inc. ....	189	Puro Co., The ....	27
Archer-Daniels-Midland Co. ....	17	Hooker Electrochemical Co. ....	130	Pylam Products Co. ....	188
Aromatic Products, Inc. ....	23	Houchin Machinery Co. ....	92	Rapids Machinery Co. ....	184
Atlantic Refining Co. ....	68	Hudson Laboratories, Inc. ....	189	Rheem Mfg. Co. ....	65
		Hysan Products Co. ....	7	Rohm & Haas Co. ....	16, 117
Baird & McGuire, Inc. ....	138			Roure-Dupont, Inc. ....	Between 82 & 83
Ball Brothers Co. ....	56	International Minerals & Chemical Corp. ....	102		
Baw Industries ....	186	Johns-Manville ....	40	Seil, Putt & Rusby, Inc. ....	191, 194
Becco Chemical Division ....	14	Lancaster, Allwine & Rommel ....	189	Shanco Plastics & Chemicals, Inc. ....	196
Blockson Chemical Co. ....	30, 83	Leeben Chemical Co., Inc., Interstate Color Co., A. Div. ....	185	Shell Chemical Corp. ....	129
Bobrick Dispensers, Inc. ....	192	Lewers, Dr. W. W. ....	189	Shulton, Inc. ....	31
Buckingham Wax Co. ....	194	Lueders & Co., George ....	86	Simoniz Co. ....	8, 9
Builders Sheet Metal Works, Inc. ....	184			Sindar Corp. ....	73
Bush & Co., W. J. ....	110	Magnus, Mabey & Reynard, Inc. ....	148	Snell, Inc., Foster D. ....	178
		Mantrose Corp., The ....	170	Solvay Process Div., Allied Chemical & Dye Corp. ....	2nd Cover, 133
California Spray-Chemical Corp. ....	164	Manufacturers Aid Co. ....	189	Solvents & Chemicals Group, The ....	88
Candy & Co. ....	4	Marchon Products, Ltd. ....	98	Standard Chlorine Chemical Co. ....	180
Carbide & Carbon Chemicals Co., Union Carbide & Carbon Corp. ....	20	McCutcheon, J. W. ....	189	Starr, Dr. Donald F. ....	191
Chemical Service of Baltimore Inc. ....	135	McLaughlin Gormley King Co. ....	123	Steccone Products Co. ....	192
Columbia-Southern Chemical Corp. ....	192	Mercantile Wax Division ....	192	Stepan Chemical Co., The ....	96
Commercial Solvents Corp. ....	168	Mixing Equipment Co. ....	108	Sterwin Chemicals Inc. ....	152
Continental Can Co. ....	54	Molnar Laboratories ....	189	Stillwell & Gladding, Inc. ....	191
Continental Filling Corp. ....	64	Monsanto Chemical Co. ....	6, 90, 91	Superior Rubber Mfg. Co. ....	194
Continental Oil Co. ....	10, 11	Moore Brothers Co. ....	172		
Cowles Chemical Co. ....	106			Tamms Industries, Inc. ....	188
Cox, Dr. Alvin J. ....	189	National Aniline Division ....	29	Thompson, Jr. Friar M. ....	191
Crown Cork & Seal Co., Can Div. ....	62	National Lead Co. ....	125	Thomssen, Dr. E. G. ....	191
		National Milling & Chemical Co. ....	180	Tombarel Products Corp. ....	112
Diehl & Co., Wm. ....	186	Neville Chemical Co. ....	179	Turner & Co. Joseph ....	Facing 67
Dill Mfg. Co. ....	126	Newman Tallow & Soap Mach'y Co. ....	190		
Dodge & Olcott, Inc. ....	122	Niagara Alkali Co. ....	81	Ultra Chemical Works, Inc. ....	184
Douglas Chemical Co. ....	189	Nitrogen Div., Allied Chemical & Dye Corp. ....	33	Ungerer & Co. ....	3rd Cover
Dow Chemical Co. ....	15	Nopco Chemical Co. ....	12	Union Carbide & Carbon Corp., Carbide & Carbon Chemicals Co. ....	20
Dragoco ....	21	Norda Essential Oil & Chemical Co. ....	36	Union Standard Equipment Co. ....	193
Dreyer, Inc., P. R. ....	116			U. S. Bottlers Machinery Co. ....	112
du Pont de Nemours & Co., E. I. ....	76, 120, 121, 132, 137	O'Donnell, James P. ....	189		
Dura Commodities Corp. ....	174	Oil Equipment Laboratories, Inc. ....	182	van Ameringen-Haebler, Inc. ....	72, 154
		Oil Specialties & Refining Co. ....	182	Van Dyk & Co. ....	196
Emery Industries, Inc. ....	32	Old Empire, Inc. ....	188	Varley & Sons, Inc., James ....	131
Emulsol Chemical Corp. ....	Facing 66	Onyx Oil & Chemical Co. ....	22	Velsicol Corp. ....	150
		Orbis Products Corp. ....	128	Verona Chemical Co. ....	94
Fairfield Chemical Division ....	4th Cover	Oronite Chemical Co. ....	18	Versenes, Inc. ....	104
Federal Varnish Division ....	166			Vulcan Stamping & Mfg. Co. ....	176
Fritzsche Brothers, Inc. ....	158	Pacific Coast Borax Co. ....	110		
Fuld Brothers, Inc. ....	3	Penick & Co., S. B. ....	134, 186	Warsaw Chemical Co. ....	191
		Pennsylvania Industrial Chem. Corp. ....	127	Warwick Wax Co. ....	118, 119
Gair Co., Robert ....	58	Petrolite Corp. ....	162	Wear Proof Mat Co. ....	174
General Chemical Div., Allied Chemical & Dye Corp. ....	26, 146, 147	Philadelphia Quartz Co. ....	70	Welch, Holme & Clark Co. ....	28
Gesell, Inc., R. ....	196	Plowfield & Associates, Bill ....	189	Westvaco Chlor-Alkali Div. ....	89
Gillespie-Rogers-Pyatt Co. ....	124	Polak & Schwarz, Inc. ....	25	Westvaco Mineral Products Div. ....	24
Givaudan-Delawanna, Inc. ....	Between 66 & 67, 100	Polak's Frutal Works, Inc. ....	63	Wurster & Sanger, Inc. ....	182
Glidden Co., The ....	108			Wyandotte Chemicals Corp. ....	38, 74, 75, 84
				Zinsser & Co., William ....	176

## Tale Ends

**A** YEAR'S supply of Monsanto's new dishwashing "all" went to Queen Elizabeth of Britain last month. It seems that the Duke of Edinburgh had bought the Queen a new electric dishwasher at a trade show in England. So, Roy Brandenburger, Monsanto v.p. and general manager of the company's merchandising division, was fast like a bunny in getting off a supply of the new dishwashing compound to Her Majesty at Buckingham Palace. The new "dish-all" has just recently hit the American market after long tests by appliance manufacturers and consumer groups.

\* \* \*

Recently, we received an unsigned letter which went something like this: "What I would like to know is the name of the product used by the Penn Fruit Co. of Allentown to clean asphalt floors. You spread it on the floor and sweep, and it removes foot prints and black marks." This unsigned missive was postmarked Catasauqua, Penna. Well, frankly we don't know what the Penn Fruit Co. uses to clean its asphalt floors. We'd suggest asking the Penn Fruit Co.

\* \* \*

Fly attractants are now in vogue. Polak's Frutal Works of Middletown, N. Y. is now offering three new ones guaranteed to attract flies,—and kill 'em dead with Malathion,—one, a compound with odor components found in fruits and flowers attractive to flies; two, a compound simulating fermenting and decaying food; and three, a compound simulating the odor of a horse stable. The first odor compound neutralizes the odor of Malathion, but the company notes, the other two are not exactly designed for such purpose. So, if you're interested in Horse Stable No. 5, drop a line to Polak!

\* \* \*

Breaking with a 40 year tradition of annual conventions only in large cities, the Chemical Specialties Manufacturers Association, according to its secy., H. W. Hamilton, will hold its December 1957 annual meeting at the Hollywood Beach Hotel in Hollywood, Florida. The CSMA Board recently held a "trial" meeting at this fabulous seaside resort and voted favorably on the idea. Boy, oh boy, how times have changed in and around this staid old trade association!

\* \* \*

Aerosol pickle perfume! Yes, sir, an aerosol package which emits the tempting aromatic odor of dill pickles. At the recent Cannery Convention in Chicago, Dodge & Olcott, Inc., filled the air surrounding their exhibit booth with dill pickle odor dispensed from specially prepared aerosols and from a wick device. Needless to say, canners with an interest

in dill pickles were intrigued by the idea. And while we're on aerosol perfumes, Ray Boedecker of Colgate tells us that an enterprising car wash station in Detroit gives the inside of all washed cars a shot of "Floriant" so that the car smells fresh and clean when the owner climbs in to drive away. What next in aerosols? . . .

\* \* \*

Manufacturers of mosquito and fly repellents attention! Do you have a product which will repel sharks also? The whaling fleets off Australia, says the "Manufacturing Chemist" of London, are having shark trouble. It seems that the sharks attack harpooned whales and tear them to pieces before the fisherman can cut them up and process them. They have fed the sharks explosives and chemicals without success. The whalers are at their wits ends. Now here, good friends, is a problem in research,—shark repellent. Any ideas?

\* \* \*

Every now and again, somebody takes a pot-shot guess at the country's rat population. Usually, for the U. S., it's one rat for each person. How the experts arrived at this figure, we don't know, but they all seem to agree on it. Now, Dolge's "Clean-Up"

comes up with a way to count rats around your premises. If you see none, but find signs of rat damage or droppings, you got between one and 100 rats hiding near-by. If you see a few at night only, you got 100 to 500 rats. If you see several during the day, boy, you really have rats,—more than a thousand;

\* \* \*

The new "Pepsodent" toothpaste flavor is making a solid hit with the younger set,—but not for scrubbing teeth. The kids like the root-beer flavor so much, many parents report their young ones are eating the stuff.

\* \* \*

"Liquid Lux" detergent has been gaining rapidly and is about to overtake "Joy," according to patter being bandied about in some of the advertising agencies. Well, off hand, it sure looks like "Liquid Lux" made some gains during 1954 and mostly at the expense of "Joy," but it's still quite aways to the rear yet in comparative sales. In 1953, Joy had 65% of the market, Lux about 25%. In 1954, "Joy" collared 53% of the market and Lux 36%. Some people say it's because "Lux" is packed in a can. Mebbe. Anyway, in 1954, 97,000,000 units of all liquid detergents were sold, valued at 41 million bucks. In 1953, it was a lot less, 69,000,000 units with a value of 27 million. Quite a market anyway you look at it. And growing!

## Balance....



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